



**ALL SAINTS'
COLLEGE**



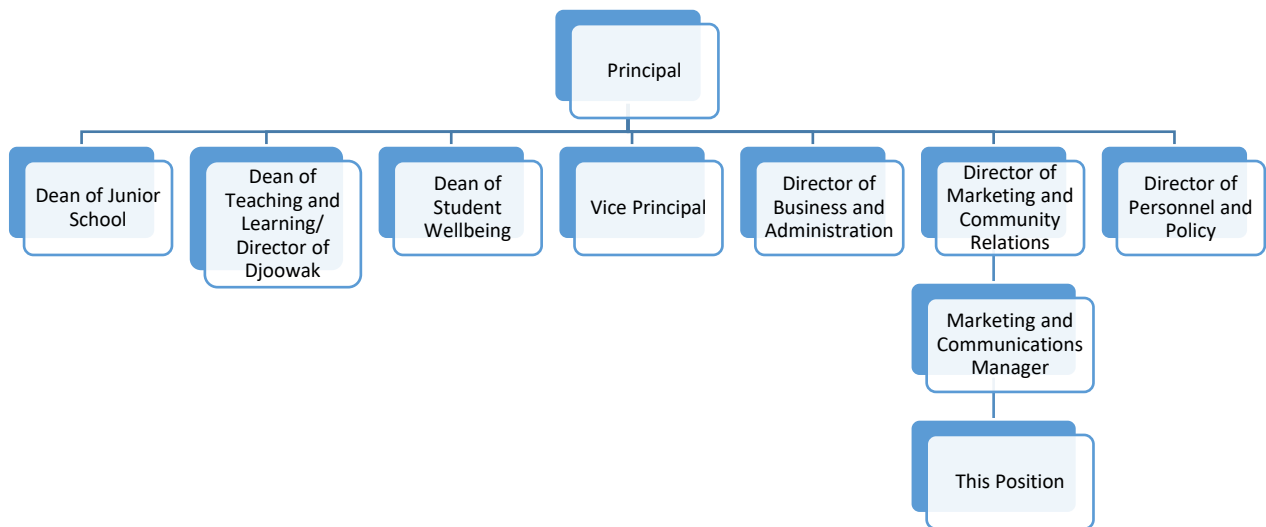
DUTY STATEMENT COMMUNICATIONS OFFICER

All Saints' College prioritises the safety, welfare and wellbeing of children and young people, and expects all staff and volunteers to share this commitment.

POSITION PURPOSE

To support the activities of the Community Relations Department which is responsible for the ongoing promotion of the College to the community to ensure our position as a leading independent school is maintained and enhanced and is supported by a strong pipeline of student enrolments.

ORGANISATION STRUCTURE



KEY RESPONSIBILITIES

As the Communications Officer, you report to the Marketing and Communications Manager (MCM) to undertake a range of duties associated with promoting the College internally and externally. You will assist in the preparation of the College's print and electronic publications, social media content, media releases and photography of College events and activities.

In this role, you will be required to demonstrate a high level of initiative in a wide range of situations and to work effectively as part of a small team, at times dealing directly with the Director of Marketing and Community Relations (DMCR) along with the Principal and other members of the Leadership Team.

As well as outstanding interpersonal skills and the ability to think creatively, you will exercise a high degree of attention to detail, a flair for the written word and maintaining branding consistency according to the College's style guide.

Publications

- (a) Develop, edit and produce content for ASC publications including *The Dove*, *Dovetails* and *Columba*.
- (b) Collate information, write, edit and publish the College's fortnightly newsletter, *The College Courier*.
- (c) Assist MCM at various College photograph days throughout the year.
- (d) Ensure clarity, consistency, and implementation of College style and grammar in internal and external communication.
- (e) Proof documents for internal and external distribution.

Community Relations / Events

- (a) Assist MCM with taking photographs and video of College events (during school and after hours).
- (b) Support the ongoing development and maintenance of the College's photo management software, Pixevely.
- (c) Support the MCM/DMCR with producing promotional materials for College community groups.
- (d) Assist Alumni Officer (AO) and MCM in the production of Case Studies for promotion and provide other support with publications, where needed.
- (e) Support AO at Alumni events of importance.
- (f) Work with the AO to recruit members to each Old Saints year group.
- (g) Support the MCM/Events Manager in the creation of invitations/badges/signage to events and attendance where directed.
- (h) Assist the AO/Heritage Coordinator (HC) in the delivery of the annual Heritage Week event.
- (i) Support Community Relations Team (Events / Registrar) on occasion at various College and community events.
- (j) Support Director of HotHouse in filming and gathering footage for inclusion in Presentation Night Video and other HCo video content.

Public Relations

- (a) Work with MCM on weekly PR schedule of activity.
- (b) Assist MCM to identify post-code specific students and liaise with parents, staff and students to research, source and compile stories for release to the media or owned channels.
- (c) Engage with sub-schools, year levels and internal teams to identify promotional opportunities and prepare press releases for various publications and for use on College platforms.
- (d) Identify PR opportunities from special days/weeks of interest
- (e) Take photos of students/staff for PR/website activity.
- (f) Represent the College at external events as required.
- (g) Create archival media clippings for news stories and ensure PR books are updated and stories are shared across College platforms.

Website / Social Media

- (a) Shoot and produce video content for various College platforms to support College's objectives and promote events.
- (b) Upload and edit content to the ASC website to ensure timeliness and consistency.
- (c) Assist with the management of a content calendar for all social media channels.
- (d) Identify, produce, schedule and publish content for ASC social media platforms and websites.
- (e) Monitor all ASC social media platforms and provide customer service to queries and complaints.
- (f) Stay up to date with trends in social media to ensure ASC's output is in line with best practice.

Staff Expectations

- (a) Work on the front desk (reception) as required (cover for breaks/holidays as part of a roster system).
- (b) Serve as a good ambassador of the College. This includes conducting oneself in accordance with the professional standards of the College.
- (c) Maintain professional confidentiality concerning information about staff and/or students.
- (d) Strive to implement productivity, quality and service improvements on a continual basis.
- (e) Remain abreast of current trends through participation in and contribution to professional development activities and relevant professional organisations.
- (f) Comply with Occupational Safety and Health requirements in the workplace.
- (g) Ensure that all documents are prepared and presented in a professional format in keeping with the College practice and that high standards of spelling, grammar and punctuation are maintained.
- (h) Operate as a 'team player' always and fully support the Principal, Leadership Team and activities of the College.

Other Duties

- (i) The Communications Officer may, from time to time, be asked to undertake other duties by DMCR and or the Principal.

SELECTION CRITERIA

Essential

- A recent qualification in media, journalism or public relations is essential
- High degree of attention to detail
- Outstanding interpersonal skills
- Highly developed written communication skills

Desirable

- Experience with SLR cameras and photography
- Experience with videography and editing programs

*The College recognises that Duty Statements are dynamic documents.
They are reviewed annually or as required.*

November 2021