



MARKETING AND DEVELOPMENT OFFICER ROLE DESCRIPTION

POSITION REPORTS TO: Deputy Principal Staff and Students	AWARD: Victorian Catholic Education Multi Enterprise Agreement (VCMEA) 2018
CLASSIFICATION: Salary to be negotiated	TERMS OF EMPLOYMENT: Full time (fixed term) Parental Leave replacement (with the possibility of ongoing)
ANNUAL LEAVE: Category C as per VCMEA	REQUIREMENTS: Working With Children Check (Employment) National Police Record Check Vaccination status as per Pandemic COVID-19 Mandatory Vaccination status/exemption
DATE REVIEWED: May 2022	REVIEWED BY: The Principal

Nazareth College is a Catholic Co-educational Secondary College with an enrolment of 750 students, located in Noble Park North. The Nazareth Community is committed to the safety, wellbeing, and inclusion of all students in our care.

Through learning and teaching in the Catholic tradition, we foster a culture of Faith, Wisdom and Knowledge.

'He returned to Nazareth and became strong, filled with wisdom; And the favour of God was upon Him.' (Luke 2:40)

OVERVIEW OF ROLE

The Marketing and Development Officer at Nazareth College has specific responsibilities to successfully promote the development of Nazareth College through appropriate and effective communication, promotion, public relations and community engagement strategies.

The Marketing and Development Officer will be directly responsible for the implementation and monitoring of the College's Marketing and Promotion activities and ensuring the College's profile and reputation are enhanced and promoted within the College and broader community.

The Marketing and Development Officer will be informed by a vision of Catholic education that is Gospel-based, people-centred, inclusive and holistic. The Marketing and Development Officer will work to develop an understanding of the Nazareth ethos and values of the College and ensure the College's profile and reputation clearly upholds and reflects the traditions of the school.

The Marketing and Development Officer is required to be familiar with and comply with the College's Child Safety Policy and Code of Conduct. The Marketing and Development Officer will assist in the provision of a child safe environment for students and demonstrate duty of care to students in relation to their physical and mental wellbeing.

The Marketing and Development Officer's role remains responsive to the needs of students and staff, and to the requirements of relevant policies of the Catholic Education Commission of Victoria (CECV) and Melbourne Archdiocese Catholic School (MACS).



SPECIFIC RESPONSIBILITIES

The specific responsibilities of the Marketing and Development Officer are as follows:

- Manage the College's media library, consents and rights;
- Assist in the management, implementation and monitoring of the College's social and online presence;
- Assists in the creation of Publications, Communication and Collateral;
- Enrolment promotion;
- Oversee the annual Presentation Evening;
- Community Liaison;
- General.

Manage the College's media library

The Marketing and Development Officer:

- Manages the College media library to ensure all media published is in line with the College's image and publishing consents;
- Is active in keeping the College media library up to date;
- Communicates with staff to coordinate times for media capture;
- Organise the uploading of supplied content, pages and portals including Alumni, NCCA, etc;
- Assists in maintaining the College style guide and templates. Provide assistance to staff to ensure the style guide is adhered to;
- Photograph, video and document College events and activities.

Assist in the management, implementation and monitoring of all the College's social and online presence

- The College's social media channels include Facebook, Instagram and LinkedIn;
- Monitor channels to ensure timely responses to comments and messages, sourcing responses from the Leadership Team or relevant College staff member;
- Assist in the creation of content that promotes audience interaction and participation;
- Ensure content meets online publishing rules and parent consent;
- Assist in monitoring social media advertising for large projects and events including Open Days/Evenings, Presentation Evening, Award Nights and Alumni events;
- Implement and manage social advertising;
- Monitor the social profile of and reference to Nazareth College via community groups and pages.

Assists in the creation of Publications, Communication and Collateral

The Marketing and Development Officer:

- Coordinates and maintain the College's publications and marketing elements to develop the representation of Nazareth College including:
 - College website
 - College digital newsletter
 - College handbooks and other documentation
 - College annual yearbooks
 - Other publications and marketing needs as they arise
 - Alumni newsletter
 - College branded stationery
- Regularly reviews and updates the College website to ensure accurate information is available at all times and ensure the removal of content at conclusion of events, programs etc;
- Develop collateral and presentations, using the brand templates
- Advertising and signage:
 - Design and arrange the placement of all print and digital advertising and signage as directed



NAZARETH COLLEGE

- Design and assist in the implementation of coordinated style for College signage across the campus eg room numbers/names, emergency management signs and maps, directional signs and schematic maps
- Liaise with media and signage representatives
- Adequately advertise for enrolment related events

Enrolments

The Marketing and Development Officer:

- Implement communication to prospective parent databases around Open Days/Evenings as instructed by the College Registrar;
- Provides support as required for the College enrolment and transition processes;
- Assists in data entry and database management as required;
- Digistorm – interact with Digistorm providers in the collection and use of data.

Community Liaison

The Marketing and Development Officer:

- Assists in the promotion and coordination of College marketing events including Open Days/Evenings, Taster Days in liaison with the College Leadership Team, Transition Officer and College Registrar;
- Build and further develop positive relationships with the primary schools;
- Provide promotions support to staff responsible for specific events such as the Biannual Production Evenings, Parent Evenings, Awards nights etc;
- Assists in the development and implementation of engaging with and supporting Alumni. Support the Alumni in the organisation of structures for collaborations as well as reunions for milestone years and other special events.

General

- Assist in compiling term reports using data from google analytics, social channels, communications and supporting programs to identify trends and monitor engagement;
- Assist in administration tasks and data management as required.
- Attend all relevant meetings, including staff meetings when the notification to staff specifically indicates that support staff are required to attend;
- Attend whole school events as required;
- Attend staff liturgical events and staff faith days;
- Use Information and Communications Technologies to enhance administration;
- Follow the College's financial requirements in relation to ordering and deliveries.

EXPECTATIONS

- Exercise a shared responsibility to ensure that the mission of the Catholic Church is brought to life in the College. The role is predicated on the belief that to be effective, the work will be informed by a vision of Catholic education that is Gospel based, people centred, inclusive and holistic.
- Accountability and efficiency in the carrying out of the duties of the position.
- Committed to the safety and protection of all students at the College.
- Be approachable and responsive to students, staff and parents.
- Show initiative and energy in all matters pertaining to the role.
- Timely follow-up and communication of the highest standard with staff, students, families and key stakeholders.
- Proven people management skills.
- Knowledge of Child Safety policies and protocols.
- Foster an environment of professional trust, empowerment, and learning.
- A strong customer service focus delivered to students, parents, future families and business partners.



NAZARETH COLLEGE

- Exercise discretion when handling confidential and sensitive information.
- Understand and adhere to College policies and procedures.
- Show collegiate support of all staff.
- Participate in appropriate professional learning and appropriate professional networks to broaden knowledge and improve practice. Nazareth will offer diverse opportunities to staff to further develop their skills, knowledge, and experiences. It is seen as an essential component of school improvement and staff development.
- Interact positively and proactively with all members of the school Community to build strong relationships.
- Communicate information of a serious nature to the Principal, or Leadership Team.
- Ensure Nazareth College continues to build its reputation as a school of choice.

VACCINATIONS

Employees at Nazareth College are required to meet any State or Commonwealth government mandatory vaccination requirements for education facilities and staff are required to provide evidence of meeting these vaccination requirements as a condition of employment. Further information is available [here](#)

CHILD SAFETY

Every person employed or volunteering at Nazareth College has a responsibility to understand the importance and specific role they play individually and collectively to ensure that the wellbeing and safety of all students is at the forefront of all they do and every decision they make. Such responsibility requires employees to:

- Be a suitable person to engage in child-connected work.
- Have an understanding of child safety and protection.
- Have an understanding of appropriate behaviours when engaging with children.
- Be familiar with and comply with Nazareth College's Child Safety Policy and Code of Conduct, together with any other policies or procedures in relation to child safety.
- Assist in the provision of a child safe environment for students.
- Have an understanding of obligations relating to child safety under Ministerial Order No. 870 Child Safe Standards and expectations of Melbourne Archdiocese Catholic Schools (MACS) and The Victorian Registration and Qualifications Authority (VRQA).
- Have an understanding of and commitment to Child Safety protocols, codes of conduct and ensuring Nazareth College is a Child Safe School.
- To ensure all protocols relating to reporting an issue of child safety and mandatory reporting are adhered to in the protection of the safety and wellbeing of all students.

OCCUPATIONAL HEALTH AND SAFETY

There is responsibility, incumbent on all staff, to ensure that the regulations associated with Occupational Health and Safety are adhered to. Staff are advised that they are to:

- Take reasonable care of their own safety and health and safety of others affected by their acts or omissions.
- Report hazards, accidents or incidents (near misses) in accordance with agreed college procedures.
- Follow established safe working procedures, instructions and rules.
- Cooperate with the employer with respect to any action taken by the employer to comply with any requirement imposed by or under the act.
- Not wilfully or recklessly interfere or misuse anything provided in the interests of health and safety or the welfare of others.
- Not wilfully place at risk the health and safety of any other person in the workforce.



NAZARETH COLLEGE

OTHER DUTIES

- No position description can be entirely comprehensive, and the incumbent will be expected to carry out such other duties as requested by the Principal or delegate as may be required from time to time and are broadly consistent with the responsibilities of this position description.
- The position is subject to review and modification by the Principal (or nominee), through consultation and agreement with the appointee, in response to the evolving needs of the College, and experience and expertise of the appointee.
- The position will, from time-to-time may require attendance outside normal hours.
- The successful applicant will require a commitment to ongoing professional learning.
- All employees at Nazareth College are to follow College policies and procedures, including the Occupational Health and Safety Act 2004 and Equal Opportunity Act.

SELECTION CRITERIA

Nazareth College, Noble Park North recognises and values the unique gifts, talents and experience of each applicant. The criteria listed below will inform the selection process

1. Support of the vision and mission statements of our learning and faith Community
2. The ability to communicate effectively and positively, ensuring productive interchange and professional conversation with the school Community
3. It would be desirable for the incumbent to possess certification in Administration or relevant Marketing business qualifications and experience
4. Demonstrated skills in Microsoft Suite (Word, Excel, Teams, Power Point) and knowledge and experience of Synergetic, SIMON and Digistorm.
5. A commitment to pursuing and maintaining professional knowledge and skills
6. Committed to creating an environment where the safety, wellbeing and participation of all students is paramount.
7. Well developed organisational and interpersonal skills including a demonstrated ability to work effectively, independently and collaboratively in a team environment. including the ability to manage information and correspondence with confidentiality, discretion and diplomacy with staff, students, parents/guardians and key stakeholders
8. Flexible and ability to operate effectively in a changing environment
9. Sound understanding of child safe standards and mandatory reporting requirements as they apply to Nazareth, and a strong commitment to providing a child safe environment
10. Ability to work under limited direct supervision and to exercise discretion within established work practices
11. First Aid Certificate (Or willingness to Obtain), National Police Check and Working with Children Check.



NAZARETH COLLEGE

KEY ORGANISATIONAL RELATIONSHIPS

INTERNAL Principal Leadership Team College Registrar Transition Coordinator	EXTERNAL MACS Feeder primary schools Key stakeholders	MEETINGS Staff Administration Marketing
--	---	---

TENURE, CONDITIONS AND REQUIREMENTS

CLASSIFICATION:	Salary to be negotiated
TENURE	Full time (fixed term) Parental Leave replacement (with the possibility of ongoing)
APPRAISALS	Annually
ENTITLEMENTS	The terms and conditions for this position are as outlined in the Victorian Catholic Education Multi Enterprise Agreement (VMACSEA) 2018 (or its successor).
REQUIREMENTS	National Police Record Check Valid Working with Children Check (Employment) Vaccination status as per Pandemic COVID-19 Mandatory Vaccination status/exemption

EMPLOYEE ACKNOWLEDGMENT

I (the undersigned) have read and understand the content of this position description and undertake to meet the key accountabilities in an appropriate manner.

Signature: _____ Date: _____

Authorised by Principal or Representative

Signature: _____ Date: _____