**POSITION INFORMATION DOCUMENT**

**Position Title:** COMMUNICATIONS OFFICER

**Grade:** Education Support Officer (ESO) Grade 3

**Fraction Time:** 20 hours per week / 40 weeks per year

**Conditions:** This is a part-time appointment with general conditions in accordance with the South Australian Catholic Schools Enterprise Agreement 2013 (as amended).

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**About St Patrick’s Technical College**

St Patrick’s Technical College is a purpose built trade training school that offers a specialist trade focused South Australian Certificate of Education (SACE) and pre-apprenticeship training for Year 11 and 12 students.

The College’s innovative and flexible programs enable students to achieve their SACE while undertaking employment and training in a School-based Apprenticeship or Traineeship (SbAT), fully supported by the College’s teaching and industry specialists.

St Patrick’s Technical College is structured in three sub-schools – each with a number of specialist trade training programs:

- **School of Building & Construction**
  - Construction
  - Plumbing

- **School of Community Services, Hospitality & Lifestyle**
  - Food & Hospitality
  - Hair & Beauty

- **School of Engineering & Transport**
  - Automotive
  - Electrotechnology
  - Metals & Engineering

Tertiary pathways are available via the College’s involvement in the Advanced Technology in Schools Pathways Project and the P-TECH pilot initiative supported by the Australian Government and the Defence Teaming Centre.

All pre-vocational training at St Patrick’s is delivered at Certificate II level under VET in Schools Agreements (VISA) or via our unique cooperative agreement with TAFE SA, operating within the SA Government’s Work Ready initiative.

All programs at St Patrick’s have been developed specifically to support the trades in which we deliver pre-vocational training. Core subjects including Maths, English and Science are taught in the context of the trade program students are undertaking. These programs have been developed with direct input from industry and in association with TAFE SA.

St Patrick’s aims to create a real workplace experience for students – from the fully equipped commercial kitchen, specialist workshops and live building projects to the six weeks of work experience that form a key component of each course.
The College takes a personalised approach to each individual student’s learning, combining best practice with the highest quality teaching, learning and training. Our commitment to the pastoral care of each individual student is supported by specific staffing positions including an Industry Relations Manager, Chaplain and Student Counsellor.

It is our mission to link with industry and provide an inclusive high quality technical and vocational education within the context of Catholic values and ethos.

**Working at St Patrick’s Technical College**

It is expected that employees of St Patrick’s Technical College will:

- have a commitment to uphold and contribute to the ethos of Catholic schools;
- understand the employer’s requirements and act in accordance with South Australian Commission for Catholic Schools (SACCS) and the College’s policies, guidelines and procedures;
- collect, record and disseminate information that may influence the educational life of the student to staff, administration and others on a need to know basis;
- ensure that confidential information is handled appropriately;
- participate in professional development activities which lead to improved student outcomes and strengthen personal professionalism; and
- participate in activities that both support and develop the College’s Catholic ethos.

**Position Summary**

The **Communications Officer** is primarily responsible for preparing, creating and updating content for the College’s digital communication platforms and printed marketing materials.

The position involves sourcing, researching, writing and editing content to be published for the purpose of promoting the College to both its own and the wider community. Video and photographic imagery forms an integral component of this content.

In most instances, the publication of content is managed through various content management systems and/or established templates therefore little design work is required.

**Key working relationships**

The **Communications Officer** reports directly to the Business Development Manager and is a member the College Administration and Student Services team.

The **Communications Officer** will be required to develop positive working relationships with the following members of the College community to enhance opportunities for developing content:

- College Principal and leadership team
- Teaching staff
- P-TECH Industry Liaison Officer
- Students
- Parents / Caregivers
- Employers / Industry partners
- Education partners and associates
Major duties and responsibilities

> Develop a 12-month social media and digital communications Content Plan
> Create copy for digital publication
> Create copy for printed publications and marketing collateral
> Capture and edit images and video for publication
> Create and post content on the College’s social media channels
  > Facebook, Instagram, YouTube, Twitter
> Website copywriting / editing
> Develop and maintain a Content Bank of stories for publication, forward- and re-posting
> Prepare media releases / articles for external publications
> Assemble and distribute regular College e-Newsletters

Other duties and responsibilities

> Provide advice to the Business Development Manager on the College’s Marketing and Communications strategy
> With other members of the Administration and Student Services team, assist with College events
  > (e.g. open events, career expos, business networking functions, etc.)

Knowledge, skills and experience

ESSENTIAL

> Excellent written communication skills including highly developed spelling and grammatical skills
> Excellent verbal and interpersonal skills
> Ability to research and write professional copy for a variety of publication channels
> Ability to identify and self-generate content
> Experience with social media platforms and their effective strategic use for publicity / promotional purposes
> Strong organisational skills with attention to detail, the ability to manage projects concurrently and to meet deadlines

DESIRABLE

> Professional experience in an education setting
> Basic HTML editing skills
> Photographic / video capture and editing experience
> Desktop publishing experience using the Adobe Creative Suite
  > InDesign, Photoshop, Illustrator
> Experience working with journalists / media outlets
> Relevant tertiary qualifications and/or experience in Marketing / Public Relations / Journalism