

Marketing and Communications Officer

ROLE DESCRIPTION

ROLE TITLE:	Marketing and Communications Officer
CLASSIFICATION:	Administration Stream – Grade 4
DURATION:	Replacement (0.80 FTE)
COMMENCEMENT:	Monday, 8 September 2025
BREAKS:	15 minute paid morning tea break 30 minute unpaid lunch break
FURTHER INFORMATION:	Flexibility of working hours and days will be required during peak workload periods. Some out of hours work will be required.
RESPONSIBLE TO:	Marketing, Communications & Engagement Manager
KEY RELATIONSHIPS:	Internal: Principal, College and Campus Leadership Teams, Leaders of Curriculum, Pastoral and Co-curricular areas, Marketing, Communications and Engagement Manager, Communications & Community Relations Coordinator, Digital Marketing Content Officer, Registrars, Staff and Students of St Michael's College. External: Old Scholars, College community families and visitors, prospective students and parents, CESA, other Colleges and Schools
LOCATION:	Based at the Secondary Campus, Henley Beach with some time spent at the Primary Campus, Beverley

PURPOSE AND ROLE ACCOUNTABILITY

The position of the Marketing and Communications Officer is to assist the Communications & Community Relations Department (including Marketing, Communications & Engagement Manager, Communications and Community Relations Coordinator, Digital Marketing and Content Officer) to produce, deliver and maintain the Communications strategy and operational plans to ensure the College communicates consistently within branding guidelines to the St Michael's College community and beyond.

DUTIES:

Social Media and Website Marketing

- Develop a social media plan to guide and personally champion the day-to-day management of all College social media channels
- Plan, develop and post content for social media, website, and create videos (where needed) to amplify engagement across all platforms
- Working collaboratively with the Digital Marketing Content Officer, and capturing content when required
- Identify and act on potential newsworthy College initiatives to share on social media platforms
- Update and maintain the College website ensuring content is accurate and current
- Regularly monitor community engagement on the College's social media accounts including checking comments, private messages and reviews, and respond, action and/or liaise with Leadership, as necessary. This will involve out of hours monitoring, in conjunction with the social media Administrators
- Prepare social media reports (as required) offering analysis and evaluation to inform recommendations for further engagement.

Publications

- Support the gathering and coordination of content and images in line with the planned brief to prepare, collate and print the Yearbook and Community News
- Update College Handbooks and publications as required
- Manage the content displayed on the internal digital screens across both campuses.
- In line with College writing guide, develop and write blog posts, articles and media releases as required
- Production of the Weekly Star EDM
- Liaise with print suppliers and external graphic designers as required

Graphic Design

- Working within the design and brand guidelines, create, and develop or update College content and Handbooks that is requested across a range of platforms, digital, print and other mediums.

Old Scholars

- Support CCR Coordinator with events such as reunions, markets, tours, networking events etc
- Develop graphic design elements as required
- Work with the CCR Coordinator to maintain a social media presence for old scholars.

Events

- Provide support to the CCR Coordinator with concept planning and coordination of events as required
- Assist as required with College Tours
- Attendance at College events, noting that a number of these occur out of normal business hours.

General

- Together with the Communications and Community Engagement Team, build and maintain the College's asset library ensuring a current collection of photographs and videos, liaising with any external providers
- Ensure all content is in line with the College Style guide and support others to adhere to this guide
- Provide administrative support to the Communications and Community Relations Coordinator
- Perform any other reasonable duties in line with your current classification as required from time to time
- Any other duties as requested by the Principal or their delegate

ROLE PERSONAL SPECIFICATIONS

- High levels of attention to detail
- Commitment to continuous improvement and learning to remain current with relevant knowledge in area of speciality
- Willingness to positively participate in required training and professional development,
- Conscientious, reliable and values-driven
- Customer-focused attitude to staff, students and the wider community
- Approachable, team player
- Excellent organisational and time management skills.
- Ability to foresee potential problems and develop contingency plans.
- Multi-tasking and flexibility.
- Ability to shift priorities in order to respond to changing requirements.
- A commitment to uphold and contribute to the ethos of St Michael's College

QUALIFICATIONS AND EXPERIENCE

Essential:

- Certificate or Diploma in Graphic Design, Marketing, Communications, Digital Marketing, or similar, or working towards
- Experience working in a Marketing and Communications role

Desirable:

- Knowledge of social media platforms and digital marketing outlets
- Experience in updating and working with websites
- Knowledge in using the Adobe Creative Suite, specifically InDesign and Photoshop
- Experience in Yearbook creation processes
- Experience working in a fast-paced marketing department

CERTIFICATIONS

- Current Driver's Licence
- Applicable First Aid Certificate relevant to the role requirements
- Current and acceptable Working with Children Clearance and screening to work in Catholic Education SA
- Current valid Responding to Risks of Harm, Abuse and Neglect – Education and Care certificate
- CESA Staff do not need to be vaccinated against COVID-19 as a condition of employment, with the exception of CESA Staff working in High-Risk Settings. CESA Staff are however strongly encouraged to have and maintain an Up-To-Date Vaccination Status in accordance with the ATAGI statement. The vaccination requirement for CESA Staff working in High-Risk Settings is a condition of employment or

engagement unless an exemption is approved in accordance with the CESA COVID-19 Vaccination Policy.

WORKPLACE HEALTH & SAFETY

This role is deemed to be a Worker under the South Australian Work Health and Safety (WHS) Act 2012. As a Worker, while at work you must: -

- Take reasonable care for your own health and safety
 - Take reasonable care that your actions or omissions do not adversely affect the health and safety of other persons
 - Comply, in so far as you are reasonably able to, with any reasonable instruction given by the employer
 - Cooperate with any reasonable policy or procedure of the employer that is related to health and safety at the workplace that has been notified to workers
- (Reference: Division 4, Section 28 – SA WHS Act 2012)

PROFESSIONAL EXPECTATIONS

- Adherence at all times to the St Michael's College Code of Conduct [CodeofConduct_SACCS_May2020.pdf](#). This Code applies to the standard for appropriate ethical and professional behaviour
- Adherence at all times to the [St Michael's College Community Charter](#). This Charter applies to the standard for appropriate ethical and professional behaviour and interactions with members of the College community
- Demonstrate understanding and implementation of the Mission and Vision of St Michael's College as a Catholic school in the Lasallian tradition
- Enhance the College's relationship with external stakeholders through positive interactions and communication
- Maintain professional and courteous relationships with internal and external providers and clients
- Demonstrate the values of the College through personal behaviour
- Demonstrate safe behaviour at all times
- Comply with the College's standards and procedures in child safeguarding and WHS
- Reporting of all WHS hazards and incidents

This position information document indicates the general nature and level of work performed by the incumbent and is not a comprehensive listing of all responsibilities, tasks and outcomes.

Position Description Review: July 2025