

Position Description

Title: *Marketing and Publications Officer*

(Full time)



This Position Reports to: Marketing and Communities Manager

Department: Corporate

Date: December 2023

PREAMBLE

As a staff member of The Southport School, it is crucial that you understand the underpinning philosophy and aims of this school, its routines and administration, and more importantly, that you actively support the Anglican Ethos of the School. The School Prayer gives a clear understanding of the School Aims.

*Make us a truly Christian Community where education embraces the whole of life.
With the school may we find acceptance, healing and growth through faith in Christ
and in turn service to others.*

OUR TSS VALUES

We are a TEAM

We work together in a spirit of trust, loyalty, inclusion and mutual respect. We persist and encourage each other to do our best each day.

We are a community of SCHOLARS

We learn every day and our interests and different approaches bring diversity of opportunity and enrich our understanding of the world.

We are here to SERVE

We contribute positively to our classes, our teams, our school, our families, and our communities, learning to lead and to improve the world in which we live.

STUDENT PROTECTION IN ANGLICAN SCHOOLS

Anglican Schools and Education & Care Services are committed to providing environments where children and young people receive the highest standard of care, where their rights are supported, and they have opportunity to thrive and be fruitful. Such environments nurture and safeguard the intelligence, dignity, safety and wellbeing of each child or young person, by placing them at the centre of thought, values and actions.

As reflected in our Ethos, our vocation is education, driven by a vision of humanity, shaped by the image of God made visible in Jesus, present in every human being.

- Every child: made in the image and likeness of God.
- Every child: loveable and loved, unique and unrepeatable.
- Outstanding education for the flourishing of people and the good of community.

Our faith is lived. We are hospitable and welcoming communities, who embody compassion, kindness, fairness, justice and love, and where exceptional pastoral care is practiced.

Working and serving the best interests of children and young people is in everyone's best interest. This is achieved through sustaining living and learning environments that are safe, supportive and stimulating. Specifically, we:

- place emphasis on genuine engagement with children and young people.
- create conditions that reduce the likelihood of harm to children and young people.
- create conditions that increase the likelihood of identifying harm where it exists; and
- respond swiftly and appropriately to any concerns, disclosures, allegations or suspicions.

This commitment is sought to be consistently reflected through the decisions and behaviour of all persons within the School or Service, who are guided by effective governance, policies, tools and processes. This fosters a child safe culture, where acting in children and young people's best interests is at the heart of what we do.

PURPOSE OF THIS DOCUMENT

To provide the team member with the key selection criteria, specific duties and responsibilities and general responsibilities against which your appointment to, and performance in the job, will be assessed. As part of the team, you will be expected to know the policies and procedures that govern some of the tasks you will be performing.

KEY SELECTION CRITERIA, QUALIFICATIONS AND EXPERIENCE:

Selection Criteria

- Demonstrated experience in identifying and creating content and publications, as well as managing social media campaigns/content and websites.
- Demonstrated understanding, experience, skills and expertise across desktop publishing and graphic design platforms.
- Demonstrated problem-solving ability with strong time management and prioritisation skills – the ability to multi-task, meet deadlines, and work within agreed timeframes.
- Capacity for effective management and accountability to achieve agreed strategic goals and production schedules in the areas of responsibility.
- Demonstrated capacity to develop and manage interpersonal relationships and establish productive partnerships.
- Demonstrated excellent communication skills (both written and verbal) and interpersonal skills necessary to work with all members of the school community.

Qualifications and Experience

- Degree or Experience:
Relevant Graphic Design qualifications or recent experience in desktop publishing.
- Working With Children Check (Blue Card):
Must hold, or be eligible to hold, a valid Blue Card.

Additional requirements:

- Provide a recent criminal history check certificate – must be within 2 months of appointment.
- Hold a current First Aid Certificate that includes CPR.

DUTIES AND RESPONSIBILITIES FOR THE POSITION

This part of the document outlines the responsibilities required to competently perform the duties of the position. Of course, you will also be required to perform any other duties that the Headmaster, or their delegate, may direct you to perform, and which could reasonably be considered relevant to the position.

Overview

This creative role is responsible for assisting the Marketing and Communities Manager with the development and execution of the school's annual marketing plan. Your skill in graphic design will see you lead the production of school publications, internal documents, marketing collateral, uniforms and any items that carry school branding. The role calls for you to think outside of the box helping to ensure fresh, creative content is displayed and regularly updated across all of the school's communications platforms - social media (paid and organic), newsletters, website and school portal.

Publications:

The role is responsible for requesting, compiling content, designing and producing the following publications and documentation with a focus on creativity, accuracy, quality, consistency and adherence to strict deadlines. You will manage all aspects of print production (internally and externally), such as brochures, prospectus, banners, signs, letterheads, business cards, certificates, and flyers.

- The Southportonian (design and production)
- The Band of Brothers (design and production)
- TSS Newsletter and House newsletters (support Housemasters)
- Admissions guides/information prospectus
- Subject selection handbooks and/or curriculum handbooks
- Staff/boarding/teacher chronicles manuals and books
- Record books (Prep and Senior)
- Sports programs – handbooks
- Boarding – handbooks and publications (Boarding House newsletters)
- Policy or procedure publications i.e. student protection statements, documents, posters
- Style guide (documents, templates, publications) oversight, implementation, and review

Graphic design

- Press advertising – billboard design, marketing campaign collateral
- School signage – all campuses (roadside, campus, front of school, other)
- Events collateral – menus, invitations, programs, place cards, flyers, banners
- Day and Boarding House merchandise design – flags, banners, newsletters
- Campus signage design – Student Protection, RUOK days, Themed days and/or event posters, WHS posters and notifiers.
- In-house document/form design – payroll, admissions documentation,

Uniform design and development

- Lead role on uniform stakeholder management ensuring collaborative, smooth and efficient processes between, the School, P&F and The Store. (School uniform supporter wear).
- Be the problem solver to ensure seamless working relationship between all interested parties.

Marketing

- Support the Marketing and Communities Manager with all marketing initiatives to deliver creative, up-to-date, and innovative campaigns/content.
 - Provide marketing/design support and attend meetings of the Parents and Friends Association (P&F).
 - Provide marketing/design support to the Old Southportonian Association, the TSS Foundation as well as for School events.
 - Attend events and capture photographs/rolling vision for printed collateral, the school's social media platforms, TSS newsletter and website.
 - Member of the Marketing Committee, produce agenda and meeting minutes.
 - Ensure all publications, marketing material, and communications are of the highest standard.
 - School website – embrace the flexibility of the School's website to regularly update the look and feel of the School's most consumed marketing tool. Be proactive in changing imagery and content regularly while frequently performing site-wide quality checks to ensure the very best elements of the School are always on display and marketed well with exceptional attention to detail.
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GENERAL DUTIES AND RESPONSIBILITIES

Ensure all school policies and procedures are complied with by:

- Complying with legal obligations of an education establishment including complying with established industrial relations practices and requirements.
- Compliance with the Student Protection Policy and Procedures including ensuring that the well-being of all students is closely monitored, and any concerns are reported to the appropriate support and leadership staff.
- Understanding that at no time does any worker have the authority to reprimand any student or any co-worker, but to take responsibility to report any issue to the Dean of Students or any member of the School's senior management panel.

Ensure a safe and healthy work environment is provided for students, employees and visitors by:

- Complying with the Workplace Health and Safety Legislation and Regulations.
- Complying with The Southport School Workplace Health and Safety Policy
- Implementing documented basic safety and security practices.
- Preventing hygiene risks and problems through implementation and adherence to policy and procedures.

Display positive interpersonal skills needed for the delivery of quality service, with a particular emphasis on communication and teamwork by:

- Communicating effectively one on one in the workplace.
 - Communicating and participating effectively as a member of a team in the workplace.
 - Providing confidential employee and client relations for counselling and any grievance procedure that may take place.
 - Presenting a positive, professional and dynamic image of the School to employees, clients and visitors at all times.
 - Initiating and driving the business forward by directly representing the School's ethos and motto.
 - Demonstrating the very highest level of personal insight, initiative and maturity in all that is done and to display a sense of flexibility and willingness to work as an integral member of the team.
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