CONTEXT

Sacred Heart College is a Catholic College in the Marist tradition. “A Marist school is a centre of learning, of life, and of evangelizing. As a school it leads its students and staff to learn to know, to be competent, to live together and most especially to grow as persons” (Institute of Marist Brothers of the Schools, 1998, p.49).

The Communications Coordinator (CC) is a member of the Communications and Community Relations (CCR) Team and assists in developing and overseeing the various communication and community relations functions throughout the College. The CCR team is directed by the Executive Assistant to the Principal (EA) and comprises three CCR Officers (2.6 FTE), a member of the Finance Team (Reunions, Functions and the Foundation’s Annual Giving Appeal) and the Deputy Principal’s Personal Assistant (minutes secretary). The role is also responsible for finished art and high quality communication materials for the College.

The Communications Coordinator is expected to set high standards, display a strong work ethic, work with a high degree of accuracy at all times, and must operate with a high level of attention to detail. The Communications Coordinator works collaboratively with the EA and the CCR Team in order to develop and implement a creative plan for Promotion and Communication for the College.

The responsibilities of the Communications Coordinator extend across the operational and administrative functions of the College at a strategic level, from Years 7 to 12, in assisting the College Executive. The Communications Coordinator also provides support to the Leadership Teams and teaching staff to ensure consistent communication messages and standards. This involves the undertaking of time critical tasks and/or support for out-of-hours events as requested by the College Executive.

ESSENTIAL QUALIFICATIONS, SKILLS AND EXPERIENCE

- Design and creation of publication layouts and advertising materials
- Excellent computer skills in a range of contemporary software packages, particularly Adobe Creative Cloud Suite programs; InDesign and Photoshop
- High proficiency in Design, Publication, Public Relations, and Journalistic skills
- Experience in website design and development
- Superior creative writing, grammar and punctuation with technical language skills
- Excellent attention to detail and proof reading skills
- Ability to meet strict deadlines and manage conflicting priorities
- Ability to work autonomously and unsupervised, and collaboratively in a team environment
- Hold or have the capacity to obtain appropriate Police/Child Protection clearances
- Experience working in a School or College environment (highly desirable)
- Tertiary qualifications in Communications, Media and/or Public Relations (highly desirable)
PERSONAL ATTRIBUTES
- Understanding and support of the Catholic and Marist tradition, culture and ethos
- Friendly, positive and supportive of others
- A commitment to maintaining confidentiality of personal records and information
- A willingness to support and embrace progress and change
- Possess very strong interpersonal and verbal communication skills
- Must be capable of proactive self-direction, but within a team-oriented context, and demonstrate an understanding of the marketing which impacts members of the College Community directly
- Possess the required maturity, skill and mindset to perform skilled and complex tasks and processes, as well as undertake more basic support and administration tasks required of the position, as well as the ability to move seamlessly between these tasks
- At all times, demonstrate standards of personal appearance and communication, including dress, that satisfy the expectations of a professional working environment

BEHAVIOURAL EXPECTATIONS AND FAIR TREATMENT IN THE WORKPLACE
- Comply with the Code of Conduct for Staff Employed in Catholic Education SA
- Comply with legislation, policies, procedures and protocols regarding the non-acceptance of any unfair workplace treatment – Discrimination, Harassment and/or Bullying
- Report any concerns and/or ask questions or seek assistance regarding anything you are unsure about

PERFORMANCE REVIEW
- All employees are required to proactively participate in the College’s Performance Development Program including periodic review.

ACQUIRE AND MAINTAIN
- Police clearance to work in Catholic Education SA
- Approved Mandatory Notification training
- BELS First Aid Certificate
- Relevant certifications or registrations required for the safe and effective execution of the role

WORKPLACE HEALTH & SAFETY
Workers (as defined under the SA WH&S Act 2012) have a responsibility to take reasonable care for their own health and safety
- take reasonable care to not adversely affect another person at work through acts or omissions
- follow reasonable instructions given to ensure health and safety, and
- co-operate with reasonable policies and procedures made available to staff, which are designed to protect people at work

In practical terms this means to:
- use appropriate equipment and safe work procedures designed to ensure health and safety
- participate in training programmes as requested
- report unsafe/unhealthy conditions (hazards) in their work environment
- report incidents or near misses which have or could have caused injury, and
- become familiar with and follow the policies, procedures and information about WHS available to staff on Complispace
KEY AREAS OF WORK

Communications
- Maintain College communications, publication and marketing materials
- Assist development of content for College publications, website and social media
- Use College Style Guide and ensure College correspondence is consistent
- Design, proof-read, and edit College print and digital material, ensuring the College Style Guide is adhered to for all communications. This will include and is not limited to:
  - External correspondence with the Sacred Heart College community such as, but not limited to, school newsletters, social media posts, and College website
  - College publications including, but not limited to, Blue and Blue Old Scholars publication, Yearbook, Parent Handbook, Curriculum Handbooks, and Student Diaries
- Manage, update and maintain social media platforms
- Manage, update and maintain College website
- Liaise with Business Manager Finance to work in accordance with, and obtain approval for expenditure from, the printing budget
- Liaise with print suppliers, design agents and production houses as required
- Provide graphic design support to internal and College affiliated support groups such as SHOCS, Middle and Senior School P&F groups and Foundation as required.

Foundation & Old Collegians
- Undertake responsibility for all Foundation and Old Scholars Functions and Reunions.
- Optimise the membership of Old Scholars by promoting the benefits of the Association
- Implement and maintain a structured communication flow with all members and stakeholders
- Organise activities and initiatives that generate support and sponsorship of the Association
- Administration of activities including, but not limited to, the annual giving campaign, reunions, and archival requests
- Ensure a proactive and professional relationship with the President of the Foundation
- Undertake regular and ad-hoc duties as directed by the Association President as endorsed jointly by the committee and the School Principal
- Perform any other reasonable duties in line with your current classification as required from time to time at the discretion of the Principal or his/her delegate/s
TERMS AND CONDITIONS

EMPLOYER: Sacred Heart College

AWARD: SA Catholic Schools Enterprise Agreement 2017

STREAM: Administration

CATEGORY: Education Support Officer

CLASSIFICATION:

Grade: 4 Year: [TBA]

TYPE OF APPOINTMENT: 3 days per week

HOURS OF WORK: 22.5 hours per week

Overtime and out-of-hours duties may be required. Reasonable overtime may be required and must be authorised prior to the work being undertaken. Only authorised overtime will be paid.

LOCATION: You may be required to conduct work at both College campuses - Marcellin Campus, Somerton Park and Champagnat Campus, Mitchell Park

REPORTING/WORKING RELATIONSHIP (to whom you report, staff for whom you are responsible and other significant connections and working relationships within the school)

Immediately responsible to: Principal
Line management from: Executive Assistant to the Principal

The College Principal is responsible for general employment conditions.

By signing below you acknowledge understanding of the expectations of the role and agree to undertake the duties described.

.................................................. ..................................................
Steve Byrne TBC
Principal Communications Coordinator

Date: .................................. Date: ..................................

REFERENCES:
Institute of Marist Brothers (1998). In the Footsteps of Marcellin Champagnat: a vision for Marist education today. Institute of the Marist Brothers of the Schools; Sydney, Australia.