



Information for Potential Applicants

Thank you for your interest in this position.

Attached you will find the Position Information Document relating to this role.

The panel will draw up a shortlist of applicants for interviews based on applications, and where necessary, referee reports.

If you decide to apply, your application should include a cover letter and your Curriculum Vitae/Resume. You must also complete the Employment Declaration Form located at https://www.tenison.catholic.edu.au/files/45327748/CESA_Employment_Declaration.pdf.

Please include a list of 2-3 referees with contact phone numbers. It is essential that you seek your referees' permission and ensure they are willing to speak about you in relation to this position.

Email applications should include the relevant Job Title in the subject line and be sent as ONE DOCUMENT to denym@tenison.catholic.edu.au by the closing date.

Alternatively, please forward your application by post to:

Mary de Nys
HR Officer
Tenison Woods College
PO Box 965
Mount Gambier SA 5290

Applications close on Friday, 15 December 2023 at 1.00pm.

We will send an email advising you that we have received your application and then you will either receive a phone call requesting that you attend an interview, or a letter advising you have not been shortlisted.

The process, from the closing date of applications through to shortlisting and interviews, will ideally take approximately three weeks.

On behalf of Tenison Woods College I thank you for your interest and effort, and I wish you well should you decide to proceed with your application.

Yours sincerely

Mary de Nys
Human Resources Officer/Principal's Assistant

Tenison Woods College
Early Learning to Year 12
Co-Educational Catholic College

Shepherdson Road
PO Box 965,
Mount Gambier SA 5290

Telephone (08) 8725 5455
Facsimile (08) 8724 9303
Email info@tenison.catholic.edu.au

www.tenison.catholic.edu.au

Cricos Provider Code: 01751G
ABN 25 508 850 572

Position Information Document (PID)

Tenison Woods College is situated in Mount Gambier SA, approximately 440 kms from Adelaide. Based on the Mercy and Marist charisms, the College has a strong commitment to creating positive futures for all students through its motto of "Let Your Light Shine".

The College has an outstanding reputation for its innovative curriculum, pastoral care of students, staff and families, advanced technologies and modern facilities. Staff thrive on the leadership and professional development opportunities provided by the College and enjoy the benefits of working in a well resourced and exciting learning environment which caters for over 1400 students including a growing number of international students.

Public Relations, Marketing and Events Officer

Status:	This is a full time position working 37.5 hours per week, 48 weeks per year.
Commencement date:	22 January 2024
Position Reporting to:	Principal; Deputy Principal; Business Manager; PR, Marketing and Events Coordinator.
Overtime:	Some out of hours will be required, as there are many events throughout the year. Time off in Lieu (TOIL) will be granted for these occasions.
Employment Requirements:	<p>A probationary period of 3 months applies to this appointment. With the consent of the employee, this may be extended for a further period.</p> <p>Applicants must have the ability to relate with children and adolescents in an educational setting and have an understanding of the complexity of a school as an organisation. They must be prepared to support the Catholic ethos of the College and participate in our Pastoral Care Programme.</p> <p>As an employee onsite at the College, you will be expected to support our aims and philosophy by your conduct and interactions with the school community and by being an example of the Christian virtues. You must also ensure that at all times you avoid injury to the religious susceptibilities of the Catholic school community.</p>

General Requirements – Non-Teaching Staff

The non-teaching staff of Tenison Woods College fulfil a vital role in supporting the education program of the College. They must support the aims and philosophy of the school by making a positive contribution to the development of a Christian community. The non-teaching staff must be aware of and comply with Workplace Health and Safety policies and practices of the College. Occasionally non-teaching staff may be required to attend professional development or work-related sessions conducted at the College or elsewhere, within or outside of the employee's normal working hours. The non-teaching staff are encouraged to participate fully in the life of the College community and to support school activities and functions. They may be required to assist with the supervision of students or other allocated tasks at major school events.

Overview & Role Purpose

This is a demanding position that requires total commitment to the positive promotion of the College at all times. The person appointed to this position will report to the PR, Marketing and Events Manager, providing assistance with publications, marketing, media, communication and event management.

The successful applicant will require a flexible approach to all the required tasks and a total school view in their approach to the job.

The person appointed will be responsible for:

- Designing publications for internal and external use, to promote and communicate with the College community, prospective families and the general public
- The production of quality communication between the school, parent body and wider community including items such as the Yearbook, Curriculum Handbooks, Prospectus, promotional material, weekly school newsletter and may include proof reading and editing school documents such as letters and other information sent to parents.
- Maintaining the school website to ensure that content is accurate and up to date.
- Updating official College social media accounts such as Facebook and Instagram to communicate and share information with the College community and the general public.
- May be required to write media releases advising of significant school events and achievements.
- Photographing and filming school events
- Assisting with promoting, facilitating and coordinating "Old Scholar" and "Parents & Friends" functions and maintaining records of the association's members.
- Contributing to developing marketing strategies and implementing those strategies for promoting the College and College activities. Knowledge of Social Media Marketing is desirable.
- Assisting with organising events including school celebrations, masses and assemblies and outside functions promoting the College (e.g. Information Nights, Graduations, etc.).
- Assisting with the advertising production and promotions of the College.
- Routine clerical and secretarial tasks in support of the daily operations of the Public Relations Office.

Qualifications & Experience

The PR, Marketing and Events Officer will have previous experience in Communications, Public Relations, Graphic Design and Photography, with the following qualifications and skills essential to the role:

- Qualifications or proven study in the area of Media Studies, Journalism, Graphic Design, Videography or a related discipline. Experience in a publications and marketing environment will be highly regarded.
- Proven experience as an excellent communicator, highly organised with a high level of event coordination skills and general marketing skills.
- Proven experience in the production of high-quality publications.
- Communication skills, attention to detail, understanding of school culture, ability to produce high quality communications for the College (consistent with the College's ethos and branding).
- Proficient knowledge in a range of computer applications; mainly the following programs in the Adobe Creative Suite: Photoshop, Illustrator, InDesign and Premiere Pro.
- Proficient knowledge of Microsoft Office programs.
- The ability to learn school-based software, such as learning management systems.
- Creating and meeting deadlines is essential.
- An ability to reflect the ethos of the College in a practical and positive manner at all times.
- The ability to work as a member of a team, often under pressure.

PERSONAL ATTRIBUTES

- A friendly, warm and accommodating disposition is essential.
- A commitment for the achievement of the department and College goals in marketing and development.
- Highly organised - professionally and personally.
- Energetic, reliable and self-motivated.
- Flexible and willing to take on additional tasks.
- Ability to embrace change.
- Be willing to take instruction from colleagues.
- A high standard of professional presentation and appearance.
- A commitment to continual improvement.
- Comfortable working in both a team and autonomous environment.
- Ability to work on multiple assignments and meet tight deadlines.
- Be able to carry out manual tasks including lifting, and setting out tables and chairs.

Key Responsibilities / Duties

Under the direction of the PR, Marketing and Events Manager, the PR, Marketing and Events Officer will be required to assist with marketing, event coordination, design of publications, website maintenance, photography & video production and digital/social media updates.

PUBLICATIONS

- Assisting with preparation and production, including research, compiling, graphic design, artwork, proofreading and editing of College publications, promotional and corporate material (includes such items as: curriculum handbooks, invitations, brochures, signage, advertisements, stationery, annual reports, internal and external brochures, posters and promotional items ready for printing and distribution.)
- Ensuring that the College's branding guidelines are adhered to in all modes of communication.
- Under the direction of the PR, Marketing and Events Manager, liaise with College suppliers with regard to all advertising and printing as required.
- Under the direction of the PR, Marketing and Events Manager prepare the graphic design and editing of the annual yearbook and other publications.
- Preparing artwork for print.
- Image re-touching and enhancement using graphics software.
- Editing and proofreading material (including letters, consent forms) to go outside of the College.
- Advising, assisting and overseeing staff with the use of the College logo and official branding in all areas of the College.

WEBSITE / SOCIAL MEDIA

- Website maintenance and monitoring, ensuring that information is current and accurate.
- Facebook and Instagram updates and monitoring. Uploading images, videos and comments.
- Regular updating of the website, Facebook and Instagram page including 'latest news'; school calendar and employment advertisements.
- Experience in filming / editing videos for social media, assemblies, graduations and other events.
- Experience in videography and audio production is desired.

PHOTOGRAPHY / VIDEOGRAPHY

- Recording major school events using the school camera both on and off campus.
- Uploading and editing photos onto the School Network Drive for use throughout the year and for archival purposes.
- Editing and sorting images for the annual yearbook, newsletters and social media.
- Experience in videography and audio production is desired.
- Coordinating and monitoring ID Photo Day and the annual school photograph days.
- Involvement in producing various video content for the College.

EVENTS

In conjunction with the PR, Marketing and Events Manager, this person will assist in the preparation, organising and running of various College social and academic functions and special events. This may include, but is not limited to: Graduations, Reunions, Award Ceremonies, Corporate Events, Open Days, Information Nights, Principal Tours, School Masses, Performances and Parent Functions.

Your involvement may include:

- Obtaining quotes from suppliers, ordering products and completing OHS&W requirements.
- Event setup and pack down, including manual tasks such as stacking chairs, using a trolley / sack truck, working in the outdoors, moving equipment and other manual tasks as required.
- Some out of hours work may be required as a part of this role.
- Maintenance of PR & Events store room, including cleaning and organisation.
- Assisting with events as needed, as directed by the PR, Marketing and Events Manager.

ENROLMENT RELATED ACTIVITIES

- Assisting with the promotion of the College at Public venues.
- Set up and pack down of information evenings and social occasions on advice from the PR, Marketing and Events Manager, Registrar, Director of Learning and/or Heads of School.
- Set up and pack down of school displays (either within or outside the College).

GENERAL & MARKETING

- Sourcing a range of corporate items for sale to the College community or to be used as gifts.
- Be a team player, who is willing to get involved in College events, such as Sports Days, Book Week Parade, Charity Day etc. by actively taking part, whilst performing your role, such as photographer.
- Providing assistance to the PR, Marketing and Events Manager in liaising with various media outlets for the promotion of the College.
- Ensuring that there are always sufficient numbers in stock of promotional goods and alike to meet the day to day requirements and any special demands of the College.

ADMINISTRATION AND SUPPORT

- Providing routine clerical and secretarial support for the PR, Marketing and Events Manager in the daily running of the Public Relations and Events Office. Duties may include such things as phone enquiries, filing, photocopying, word processing, transporting and distribution of information.
- Maintaining and collating databases as required, e.g. photographic permissions database.
- Assisting with fundraising initiatives.
- Demonstrate and apply knowledge of all Work Health & Safety (WHS) Procedures. Complete compulsory WHS training as required.
- Other duties as directed by the Business Manager, Principal, and PR, Marketing and Events Manager.

Specific Requirements

QUALIFICATIONS AND TRAINING

- First Aid Certificate (provided by the College)
- Approved Mandatory Notification training (provided by the College)
- Police clearance to work in Catholic Education SA.
- Current Driver's Licence.

Your Responsibility

Once you have completed your application and additional information it will be your responsibility to ensure that:

- The role description has been addressed and you have demonstrated that you can carry out all of the duties of the position.
- You have thoroughly checked your application for accuracy and completeness.
- You have included the names, position title and telephone number of your three (3) referees.
- You have provided a portfolio of relevant work.
- Your application is signed and reaches the HR Officer by **Friday, 15 December 2023 at 1.00pm.**

Please email or post your application (as ONE DOCUMENT) to:

Mary de Nys
HR Officer
Tenison Woods College
PO BOX 965
MOUNT GAMBIER SA 5290
or via email to: denym@tenison.catholic.edu.au

Please Note: This job description seeks to provide clarity and focus to the general role. It is not intended as - nor can it be - an all-inclusive list of every task that may emerge during the course of work, nor is it a static document. Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time.