



Guilford  
Young  
College  
Celebrating 25 years

# Marketing Officer

Full time (1 FTE), Ongoing Position

**Application Package for Applicants**

**Applications Close:** 4.00pm Monday 13 September 2021

## General Information

Catholic Education Tasmania (CET) is a community of thirty-eight schools and colleges serving over 16,000 students and their families across Tasmania supported by the Tasmanian Catholic Education Office (TCEO).

The Archdiocese of Hobart covers the State of Tasmania. The Archbishop of Hobart authorises the existence of all Catholic Education institutes in Tasmania.

Within the Archdiocese there are thirty-eight Catholic schools administered by the TCEO;

- ❑ 35 Archdiocesan Schools
- ❑ 3 Congregational Schools (Dominic College, St Virgil's College, St Francis Flexible Learning Centre)

The Archbishop delegates responsibility to other key bodies including the Catholic Education Commission Tasmania (CECT), the CET Executive Director, School Boards and other groups that support Catholic schools.

Employees are to be familiar with, have an understanding of and commitment to, the Archbishop's Charter for Catholic Schools.

The TCEO, established in 1959, is the central administrative and co-ordinating body for the multi-faceted and diverse mission of Catholic education in Tasmania. One of its prime functions, under the CET Executive Director, is to co-ordinate the provision of Catholic education at all levels and to communicate and negotiate with appropriate authorities on behalf of all Catholic schools in Tasmania.

Some key documents include:

- The Archbishop's Charter for Catholic Schools
- The Tasmania Catholic Education Single Enterprise Agreement 2018
- CECT Policies
- School Policies

For further information click the following links to access the CET and school website:

[www.catholic.tas.edu.au](http://www.catholic.tas.edu.au)  
[www.gyc.tas.edu.au](http://www.gyc.tas.edu.au)

# Application for Employment

Please include this form, your resume and any other relevant information in your application.

Position:	<input type="checkbox"/> Marketing Officer
<b>Please select role/s</b>	

Family Name		Given Name(s)	
Postal Address			
Telephone:	Work <input type="checkbox"/>		Home <input type="checkbox"/>
	Mobile <input type="checkbox"/>		please tick preferred contact number
Email Address:			

## Educational Qualification – Detail Highest Academic Qualification Awarded

Qualification			
Institution		Year Awarded	

Tasmanian Teacher Registration Number <i>(if applicable)</i>		
Catholic Education Accreditation Level Attained <i>(if applicable)</i>		
Working with Vulnerable People check		

## Referees

Please provide the names of three referees who are able to comment on your recent work experience and skills.	
Name	
Postal Address	
Phone Number	
Email Address	
Name	
Postal Address	
Phone Number	
Email Address	
Name	
Postal Address	
Phone Number	
Email Address	

Signature		date
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## **ROLE DESCRIPTION**

<b>Role title:</b>	Marketing Officer
<b>Classification:</b>	Business Services, Level 3
<b>School/College:</b>	Guilford Young College
<b>Is responsible to:</b>	Business Manager
<b>Key relationships:</b>	Principal, Business Manager, staff, students, parents, volunteers, visitors, CET staff, external suppliers

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## **ROLE ACCOUNTABILITY**

The Marketing Officer is accountable for efficiently and effectively providing administrative and representational support for the College's marketing function that supports to promote the College to attract enrolments.

The Marketing Officer works with general direction and uses discretion and judgement in planning, allocating resources, organising work, innovating in own function and taking responsibility for outcomes.

Within the role, the Marketing Officer supports the Catholic Identity and Evangelising Mission and works collaboratively with other staff and members of the school community to assist students to achieve enhanced learning outcomes.

The Marketing Officer is responsible to the Business Manager, but will work under general supervision of the Registrar and Community Relations Manager.

## **CATHOLIC EDUCATION TASMANIA REQUIREMENTS**

- Support the mission of the Catholic Church
- Support the Catholic Education Commission Tasmania (CECT) Vision and Mission Statement
- Support the Vision and Mission statement of the individual school
- Nurture the formation of young people through the expression and integration of Catholic beliefs and Gospel values in all aspects of school life
- You must uphold Catholic belief and practice in all the Employee's professional activities and refrain from expressing public opinions or engaging in public activity that, in the reasonable opinion of the Employer, would bring the Employer into disrepute.
- You must be familiar with, have an understanding of and uphold the implementation of the Archbishop's Charter for Catholic Schools

## **KEY RESULT AREAS**

### **Marketing and Communications**

#### **Customer Service**

- Design and implement marketing procedures for customer service excellence.
- Respect and protect staff, student and family privacy and confidentiality.

#### **Administration**

- Research and liaise with external suppliers and service providers for mutually beneficial outcomes.
- Initiate reports, documents and correspondence of a confidential and non-confidential nature relative to the role.

- Support the Principal and other assigned senior staff for the purpose of providing marketing assistance with their functions and responsibilities.

### **Records Management**

- Retain and dispose of records and images according to organisational policies and procedures.

### **Finance**

- Monitor financial transactions and authorisation of expenditure in accordance with relevant budget approvals and delegations authority.
- Assist the Registrar and Community Relations Manager to prepare budget requests and monitor the marketing budget.

### **Marketing**

Under the direction of the Registrar and Community Relations Manager:

- Assist with the College's promotions and marketing strategy with association colleges and the wider community to secure and maintain College enrolments
- Manage social media channels, keeping the College community engaged and informed
- Provide support to various College events/activities through attendance for publicity and photography opportunities
- Design and produce student enrolment materials to drive enrolments
- Assist with College tours for prospective and new students, as required
- As required review a range of College Publications including newsletters, the Handbook and Yearbook ensuring they meet brand and style guide requirements
- Regularly update the College web site with news, information, forms and proformas, ensuring consistency of quality, image and the College brand.
- Maintain the public profile of the College by providing articles and photographs of College life to the local media and the wider catholic community (i.e. colleges, parishes etc)

### **College Identity**

- Oversee all external content to ensure a consistent brand image.
- Initiate and foster a strategy to respect the origins of the College and create a strong, contemporary Guilford Young College identity

### **Team effectiveness and collaboration**

- Work collaboratively with other members of the school community, including parents/guardians, caregivers and volunteers, to enhance student outcomes.
- Develop positive relationships with colleagues, other members of the school community and external providers, maintaining a positive and professional demeanour at all times.
- Maintain a positive attitude towards new and different ideas and approaches.
- Attend, as required, meetings as convened by management and staff.

### **Personal effectiveness**

- Demonstrate integrity and meet the standards of conduct expected.
- Participate in goal-setting processes and respond to opportunities for growth to improve knowledge and practice.
- Participate in staff learning programs and attend appropriate professional learning (PL) opportunities when required.
- Seek and apply constructive feedback from Registrar and Community Relations Manager to improve knowledge and practice.

## **Resources and organisation**

- Plan and organise workflow to accomplish established objectives.
- Utilise software packages, including word processing, maintain email and electronic records, spreadsheets, databases, desktop publishing and/or web or other specialised software.
- Be familiar with graphic design programs in order to produce, graphics, posters and publications
- Use school property, resources and technology in a proper and safe manner in accordance with appropriate standards, policies and procedures.
- Consider the environment and minimise waste.

## **Safety and compliance**

- Exercise responsibility required in accordance with Work, Health and Safety legislation, including:
  - take reasonable care of your own health and safety and that of other people who may be affected by your acts or omissions at the workplace
  - contribute to safe systems of work.
- Create a safe and welcoming learning environment for children and young people congruent with legislative and organisational Child Safe requirements.
- Undertake relevant Catholic Education Accreditation requirements associated with the role.
- Adhere to the requirements of the role in accordance with the professional standards expected of Catholic Education Tasmania and all organisational policies, procedures, codes, guidelines and applicable laws.

## **PERSONAL CAPABILITIES**

- Demonstrated proficiency in publishing/design software
- Demonstrated proficiency with office equipment, technology and software/databases.
- Ability to deliver high quality work in a busy environment
- Demonstrate professional integrity.
- Work collegially in a team environment.
- Communicate effectively with a range of people from differing backgrounds.
- Coordinate routine activities, set priorities and deliver tasks on time.
- Perform effectively in an environment with competing demands.
- Demonstrated accuracy and attention to detail.
- Demonstrated high level of written and oral communication skills.
- Act with due care and diligence.
- Demonstrated reliability, dependability, flexibility and adaptability.
- Maintain confidentiality when dealing with sensitive information and matters.
- Demonstrated commitment to customer service excellence.
- Work independently with minimal supervision.
- Use initiative to resolve problems in a constructive manner.

## **EVIDENTIARY REQUIREMENTS**

### **Essential**

- Valid Working with Vulnerable People Registration
- Certificate IV in Marketing Communication or extensive relevant experience
- Current Tasmanian vehicle driver's licence

### **Desirable**

- Tertiary qualifications in Marketing and Communications
- Relevant graphic design skills
- Knowledge of functional area(s) in an education context

- Current first aid qualification

## **ENVIRONMENTAL CONDITIONS AND PHYSICAL DEMANDS**

The Marketing Officer role is subject to constant interruptions and frequent communications with others whilst undertaking tasks that require attention to detail and high levels of accuracy. The Marketing Officer uses a variety of information and communication technology, office equipment and resources. The role will involve frequent sitting and standing and require fine motor and control skills, auditory and visual functions. Some lifting of supplies and materials may be required from time to time.

## Additional Position Information

<b>Start Date:</b>	As soon as possible
<b>Tenure:</b>	Ongoing, 5 days per week, 52 weeks per year 6 month Probation Period
<b>Location:</b>	Guilford Young College (Barrack Street Hobart <i>or</i> Bowden Street Glenorchy Campuses)
<b>Hours of Work: Employment</b>	8:30am - 4:51pm: Monday to Friday with a 45 minute lunchbreak
<b>Conditions: Remuneration:</b>	As per the Tasmanian Catholic Education Single Enterprise Agreement 2018 Salary Range: \$63,784 – plus 10% superannuation

## Final Check List for Applications

Before sending in your application, use this checklist to make sure you have not missed out any important details. Please ensure that you submit:

- Signed and dated Application for Employment Form
- A cover letter of introduction stating the reasons you are seeking the position
- A current copy of your Curriculum Vitae, which should include a brief employment history stating where you have worked, the length of service and brief description of the position(s) held and duties undertaken
- Succinctly addressed the Personal Capabilities in the Role Description  
Hint: when addressing the Personal Capabilities describe how your knowledge and experience demonstrate your ability to undertake the role
- Included any other relevant information you wish to submit

Applications are to be addressed to Craig Deayton, Principal, Guilford Young College and forwarded electronically by 4.00pm Monday 13 September 2021 to [anutting@gyc.tas.edu.au](mailto:anutting@gyc.tas.edu.au).

Upon receipt of an application, you will receive a confirmation of receipt via email within two business days.

If you have any further queries regarding your application please do not hesitate to contact Mrs Anita Nutting on (03) 6238 4357 or [anutting@gyc.tas.edu.au](mailto:anutting@gyc.tas.edu.au).