



Guilford Young College

Digital Marketing and Publications Officer

Ongoing position
1.0 FTE

Application Package

Applications Close:
4.00pm Friday 8 December, 2023

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.

Under the governance of the Catholic Education Commission of Tasmania (CECT), Tasmanian Catholic Education Office (TCEO) is responsible for the oversight, funding and coordination of 38 Archdiocesan schools and three TCEO offices.

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 Constitution
- CECT Policies
- School Policies

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

catholic.tas.edu.au

Application for Employment

Position:	<i>Please select role/s</i>
<input type="checkbox"/> Digital Marketing and Publications Officer	

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 title:	Digital Marketing and Publications Officer
Classification:	Business Services, Level 3
College/College:	Guilford Young College
Is responsible to:	Business Manager
Key relationships:	Marketing team, College leadership & staff, Enrolment Registrar.

ROLE ACCOUNTABILITY

The Digital Marketing and Publications Officer is primarily accountable for creating and designing a variety of publications for the College for both electronic and print publication. This could include school magazines, newsletters, brochures, posters, and other promotional materials.

The position operates with autonomy under broad direction from the Principal and college Business Manager. The successful occupant will ideally possess experience with desktop publishing software, be creative, thorough and a demonstrated ability to produce high-quality work for both digital or print production. An understanding of a school environment alongside a passion for connecting with the local community would also be advantageous.

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

KEY RESULT AREAS

- Design and produce high-quality publications such as magazines, brochures, flyers, social media content, newsletters, and other promotional materials using desktop publishing software.
- Collaborate with internal stakeholders such as school leadership, teachers, and staff to determine publication content and design needs.
- Attend College events and utilise proficient photography and/or videography skills to produce high quality digital content for both publications and marketing collateral.
- Ensure marketing materials align with the school's brand and accurately reflect the school's values, mission, and strategic direction.
- Manage print production of publications, including liaising with external print vendors and managing print budgets.
- Edit and proofread publications to ensure accuracy and consistency.
- Conduct research and analyse data to ascertain the latest marketing trends and techniques, then integrate them into the school's marketing strategy.
- Establish and maintain digital asset libraries and filing systems.
- Provide guidance and training to increase awareness amongst other staff members on the capabilities of desktop publishing software and associated techniques.

Team involvement and development

- Actively lead and contribute in a small team to ensure effective delivery of business services.
- Build relationships across the College community to ensure effective communications and delivery of services.
- support the team through outstanding personal performance and achievement of overall team outcomes.
- Facilitate the regular sharing of ideas and planning to ensure the Marketing team is operating in line with College expectations.

Team effectiveness and collaboration

- Work collaboratively with other members of the College community, including parents/guardians, to enhance student outcomes.
- Develop positive relationships with colleagues and other members of the College community to always foster positive and professional interactions.
- Maintain a positive attitude towards new and different ideas and approaches.
- Attend, and actively contribute in, meetings as convened by management and staff.

Personal effectiveness

- Readily 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.
- Overcome obstacles, recover and learn from setbacks through self-development.
- Participate in staff learning programs and attend appropriate professional learning (PL) opportunities as required.
- Seek and apply constructive feedback from Line Manager/s to improve knowledge and practice.

Resources and organisation

- Plan and organise workflow to accomplish established objectives.
- Utilise software packages to produce high quality work, maintain records and improve outcomes.
- Use College 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
 - promote a culture of safety in the workplace.
- Create a safe and welcoming learning environment for children and young people congruent with legislative and organisational Child Safe requirements.
- 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

- Knowledge and experience in coordinating enrolment functions and developing and implementing strategies in a busy environment with competing demands.
- Proficient with office equipment and technology and use of Microsoft Office and SYNERGETIC.
- Able to work independently with broad direction.
- Highly effective administrative and decision-making skills that demonstrate clarity, competence and a collaborative approach.
- Demonstrated professional integrity.
- Able to work collegially in a team environment.
- Able to apply high-level communication skills, both verbally and in writing to a wide range of people.
- Excellent time management and organisational abilities.
- Demonstrated accuracy and attention to detail.
- Reliable and dependable.
- Demonstrated openness and ability to adapt and coordinate change.
- Able to use initiative to anticipate and create practical solutions to problems.
- Able to maintain integrity and confidentiality when dealing with sensitive information and matters.
- Able to undertake research and data analysis.

EVIDENTIARY REQUIREMENTS

Essential

- Valid Working with Vulnerable People Registration.
- Current and satisfactory National Police Criminal History Check (NPCHC).
- Prior experience in graphic design and/or desktop publishing.
- Understand a print production process.

Desirable

- Tertiary qualifications in Marketing or another relevant discipline.
- Current Tasmanian vehicle driver licence.
- Expertise in photography or videography

ENVIRONMENTAL CONDITIONS AND PHYSICAL DEMANDS

The Digital Marketing and Publications Officer role is located over both campuses in a busy office environment and is subject to constant interruptions and frequent communications with others whilst undertaking tasks that require attention to detail and high levels of accuracy. The role requires frequent use of a variety of information and communication technology, office equipment and resources. Some intrastate travel may be required. 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

Start Date:	Immediate start
Tenure:	Full time position 6 month probation period
Location:	Guilford Young College (Barrack Street Hobart or Bowden Street Glenorchy Campuses)
Employment Conditions:	As per the Tasmanian Catholic Education Single Enterprise Agreement 2018
Remuneration:	\$69,120 plus Superannuation 11%

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 (no more than one page) stating the reasons you are seeking the position and what you can bring to the role.
- 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
- Include any other relevant information you wish to submit

Applications are to be addressed to Ms Jo Legosz, Principal, Guilford Young College and forwarded electronically by 4.00pm Friday 8 December 2023 to employment@gyc.tas.edu.au

Upon receipt of an application, you will receive a confirmation of receipt via email.

If you have any further queries regarding your application please do not hesitate to contact the college on 6249 4333 or email employment@gyc.tas.edu.au