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| Title: | Publications and Marketing Officer |
| Reports To: | Director of Development & Marketing |
| Category: | B |
| Time Fraction: | Full Time |
| Base Campus: | Cross Campus |
| Commencement: | ASAP |
| Tenure: | Ongoing |

Emmanuel College operates within a Catholic ethos based on Gospel values - respect for personal dignity, peace and justice, integrity and reconciliation - as expressed in its Marianist tradition. The Publications and Marketing Officer bears witness to these values in the operation of the role. All dimensions of life at the College, including the work of the Publications and Marketing Officer are aimed at supporting the growing, learning person – the young women and men whom the College serves.

All College staff enact the 5 characteristics of Marianist education in performance of the duties of their role:

- Formation in Faith
- Family Spirit
- Service, Justice and Peace
- Integral, Quality Education
- Adaptation and Change

All College staff remain familiar with Emmanuel's [Child Safety Code of Conduct](#) and the [CECV Commitment Statement to Child Safety](#) which recognise the critical role college staff play in protecting the students in our care and establish clear expectations of College employees, volunteers, contractors and clergy for appropriate behaviour with children in order to safeguard them against abuse and or neglect.

The Publications and Marketing Officer reports to the Director of Development & Marketing.

Duties

Accountabilities

EC News/Yr 12 Newsletter/Alumni Magazine

Marketing materials

Tasks

Coordinate, write, publish and print College publications

Work with Director of Development & Marketing (DODM), and approved graphic design and printing contractors, to produce materials to promote key College experience events. Adhering to EC style guide and brand representation guidelines.

Providing marketing collateral for internal stakeholders under the supervision of the DODM

- School brochures, billboards & prospectus
- Flyers
- Booklets & Programs

- Invitations for special occasions
- Videos
- Merchandise

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| College Year Book | Work with DODM, and approved graphic design and printing contractors, to produce the Annual College Year Book. Adhering to EC style guide and brand representation guidelines. |
| New student handbook | Update, publishing and delivery of annual student handbooks in Term 3 of each year for incoming Year 7 students and new students commencing at the college in the following February. Incorporate the needs of internal stakeholders including; Deputy Principal's (Learning), House Leaders, Campus Leaders and College Principal. |
| Student Personal Planner (Diary) | Work with DODM and approved designer to develop and publish college annual Personal Planner by commencement of December each year. Work to incorporate the needs of internal stakeholders including; Deputy Principal (Learning), House Leaders, Campus Leaders and College Principal. |
| Website | Maintain, manage and update all elements of College website. Constantly looking to improvements to maintain contemporary outward facing appeal. |
| Fortnightly Newsletter | Collate, publish and distribute College Newsletter. |
| Official College Social Media platforms | Maintain, manage and update all elements of College Facebook page. Instagram, YouTube and LinkedIn platforms. Constantly looking to improvements to maintain contemporary outward facing appeal and ensuring appropriateness of content and postings. |
| Administration | Undertake administrative tasks in relation to the role that include, but are not limited to; <ul style="list-style-type: none"> • Phone calls, • Manage correspondence • Marketing and management of enquiry database • Oversee a calendar of primary school events • Proof reading of documents, publications, letters • Coordinate print deadlines and supplier delivery • External partnership/relationship management |
| Marketing, Promotional and College Experience Activities | Participate in the planning and delivery of marketing, Promotional and College Experience activities. Some of which occur after hours and at weekends. |

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| Professional Learning | Attend professional learning that will assist in meeting the objectives of the role as approved by the College |
| Other | Any other duties within the scope of the role as requested by the Principal |

Through mutual agreement some variation in the specified responsibilities may take place during the term of appointment as a part of a normal process of ongoing evaluation of the College's operations.

All employees at Emmanuel College are to follow College policies and procedures, including the Occupational Health and Safety Act 2004, the Equal Opportunity Act and CECV Commitment Statement to Child Safety.