



PUBLIC RELATIONS & MARKETING OFFICER

The Public Relations and Marketing Officer is a member of the College Administration Team.

RESPONSIBLE TO

The Public Relations and Marketing Officer is responsible and accountable to the Business Manager who reports to the Principal.

CONDITIONS OF SERVICE

This position is currently 9.00am to 3.00pm each day Monday to Friday, 46 weeks per year which equates to 0.72 FTE. Some flexibility is required due to participation in events outside normal business hours. The hours maybe extended between 30-37.5 hours per week by negotiation.

OUR VISION

Mater Dei College believes in the dignity and the nurturing of the individual and seeks to follow, with courage, Mary's example of faith.

OUR MISSION

With Mary as our model in the discipleship of Jesus, we strive to develop a sense of Faith, Service, Community and Learning.

Foster an appreciation of the beauty and wonder of creation.

Promote life skills to face the future with confidence and optimism.

Instil a sense of responsibility and sensitivity to others.

Provide a range of experiences that challenge and will assist individuals to achieve their personal best.

Nurture in each individual a sense of self-esteem.

Engender respect for, and tolerance of, individual differences.

KEY OBJECTIVE

Coordinate the development, implementation and evaluation of a marketing and communications plan aimed at attracting and retaining students from all relevant markets thereby enhancing Mater Dei College's reputation and achieving the agreed strategic and operational outcomes.

KEY AREAS

- Marketing
- Public Relations
- Development projects
- Other duties as required by the Principal

MARKETING

- Development and implementation of a Public Relations and Marketing Plan for the College
- Design and booking of all College advertising
- Sourcing and researching new marketing opportunities
- Design, develop and maintain style guides for all printed College material
- Advertising, promotion of College and P&F events
- Design of official College documents, marketing collateral and publications, e.g. forms, brochures and banners
- Construction and distributing community surveys
- Set up and management of online ticketing for College Events
- Implementation and maintenance of College on-hold system
- Liaising with suppliers regarding production of College materials



PUBLIC RELATIONS

- Develop and manage relationships, partnerships/ sponsorships with local business and Government
- Representation of the College at external events and organisation of the hosting of business events at the College
- In liaison with the Enrolment Officer assist with strengthening relationships with feeder schools
- Organisation of the involvement of Mater Dei College students in public events including attendance at primary school performance tours
- Presence and involvement in major College and P&F Events
- Collating and editing articles for online newsletters, press releases and other publications including the year book. Distribution of newsletter and correspondence via online channels
- Liaising with journalists, photographers and Catholic Education Western Australia regarding events that are occurring within the College
- Management of social media communities and digital communications
- Ongoing website development and maintenance of content management system
- Advertising of employment vacancies for the College
- Development of MDC Alumni Association and ongoing liaison with Alumni representative

SKILLS AND ABILITIES REQUIRED IN THIS POSITION

- Suitably qualified and/or extensive experience with demonstrated knowledge of public relations and marketing
- The ability to develop and implement a public relations and marketing plan within the context of the College
- Knowledge and ability to evaluate the effectiveness of public relations and marketing strategies
- High level interpersonal skills with an emphasis on customer service
- High level organisational skills and time management
- Experience in use of Adobe suite and content management systems
- Use of MAZE database and SEQTA or a willingness to learn
- The ability to assist with general administrative duties as required

Queries regarding the position can be directed to Ms Kerry Davidson, 9405 4777