



# JOB DESCRIPTION & PERSON SPECIFICATION

<b>College Department:</b>	Community Relations, Marketing & Events and Admissions
<b>Position:</b>	Marketing and Events Officer
<b>Position Classification:</b>	Lutheran School Officer Grade 2
<b>Tenure:</b>	As per Employment Agreement

## COLLEGE PURPOSE

We are a welcoming, caring, Christ-centred learning community where students grow, flourish and are inspired to make a difference.

## ACKNOWLEDGEMENT OF COUNTRY

St Martins Lutheran College acknowledges that the school is built on the Traditional Land of the Boandik people. We pay our respects to Elders, past, present and emerging. We recognise and respect their cultural heritage, beliefs, and relationship with the Land.

## COMMITMENT TO CHILD SAFETY AND WELLBEING

St Martins Lutheran College has a zero-tolerance approach regarding harm to children and young people and are committed to acting in students' best interests and keeping them safe from harm.

Each member of the College has a responsibility to understand the important and specific role that they play individually, and collectively, to ensure that the wellbeing and safety of all students is at the forefront of all that they do, and every decision that they make.

## JOB DESCRIPTION

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### 1. Summary of the broad purpose of the job in relation to the College's goals.

(Expected outcome and how it is achieved.)

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The Marketing and Events Officer undertakes a broad range of marketing, event and communication tasks under the general direction of the Marketing & Communications Manager. The position will assist in coordinating and planning event related activities for student enrolment, award ceremonies and industry engagement, and other related tasks for the College.

The Marketing and Events Officer, under the broad direction of the Marketing & Communications Manager, supports the planning and delivery of marketing and communication projects for the College, including the sourcing, writing and publishing of static and digital content.

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### 2. Reporting / Working Relationships

(To whom the person reports, staff for whom the person is responsible and other significant connections and working relationships within the College.)

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The Marketing and Events Officer reports to the Marketing & Communications Manager and works closely with the Enrolments Registrar. The role requires daily contact with staff, students, and external service providers.

All staff members are ultimately responsible to the College Principal.

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### **3. Special Requirements**

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The Marketing and Events Officer is employed under the conditions specified in the Lutheran Schools SA Enterprise Agreement.

Some out of hours work will be required to assist with events, for which time in lieu or overtime will be provided.

A 12-week probationary period will apply.

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### **4. Extent of Authority**

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The Marketing and Events Officer will abide by College policy and procedures and perform all reasonable duties as requested.

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## 5. Statement of Key Outcomes & Associated Activities

(Grouped into the Key Result Areas (KRAs), and as major areas of responsibility and activity.)

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The role of the Marketing and Events Officer encompasses activities within the following Key Result Areas (KRAs):

### **Event Coordination**

### **Communications and Social Media**

### **Graphic Design, Photography and Videography**

### **Other**

The responsibilities of the Marketing and Events Officer in each KRA include:

#### **Event Coordination**

- Coordinate and plan event related activities, in consultation with the Marketing & Communications Manager. This will include tasks such as, but not limited to, sourcing venues, arranging catering, furnishings, decorations, purchasing gifts and setting up and cleaning up for events.
- Events may include:
  - Graduations, Reunions, Award Ceremonies, Corporate events, Open Days, Information Nights, Old Scholar Events, Tours, Performances, Field Days, Orientation Days and Parent Functions
- Liaise with various groups and committees within the College community and support them in publicising their events and activities as appropriate

#### **Communications and Social Media**

- Create content for social media promotions, campaigns and posts
- Ensure the content on social media platforms and the College website is accurate and up to date
- Collect content, coordinate all information required, technical creation, layout and distribution of the College newsletter within set timelines

#### **Graphic Design, Photography and Videography**

- Coordinate, design and develop College publications that reflect a clear and distinctive brand for the College, across both print and digital media
- Support the preparation of the annual College yearbook
- Coordinate ad-hoc promotional photoshoots and annual College student/staff photos
- Maintain and update photography archives

#### **Other**

- Liaise with suppliers (e.g. printers, venues, software, exhibitors, gifts)
- Keep up to date with the College calendars/term planners to identify event or promotional opportunities
- Attend staff development programs as required
- Any other tasks as reasonably directed and commensurate with grade and experience

# PERSON SPECIFICATION

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## 1. Educational / Vocational Qualifications

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### Required

- Current South Australia Working with Children Check (WWCC) for paid employment
- Responding to Risks of Harm, Abuse and Neglect training (this can be obtained upon employment)
- Valuing Safe Communities training (this can be obtained upon employment)
- Current Driver's Licence

### Desirable

- Relevant Tertiary qualifications (e.g. Marketing or Business)
  - First Aid Qualifications
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## 2. Personal Skills, Abilities & Aptitude

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The skills, abilities and aptitude of the Marketing and Events Officer must reflect the professional management of all aspects of student support and care including the handling of sensitive files and data. These encompass the following:

### Skills

- Strong level of ICT skills, specifically in social media platforms and graphic design software
- High level of oral, written, and digital writing and editing skills
- Organisational and time management skills including the ability to cope with high volumes of work, changing priorities and meeting critical deadlines
- Photography and videography skills
- Exceptional attention to detail
- Interpersonal skills that portray a welcoming atmosphere, friendly disposition and helpful nature

### Ability to

- Organise and set priorities for various activities while meeting required deadlines
- Work cohesively in a team environment as well as working autonomously where required
- Appropriately use initiative
- Use diplomacy, discretion and tact as required in a professional work environment
- Operate with the strictest of confidence
- Provide positive, enthusiastic support to staff, students, parents and members of organisations associated with the College

### Aptitude

- Demonstrate a capacity to commit to the College's Purpose, Mission and Values, that underpin the delivery of a Christian based education to students in the College
- Demonstrate Christian integrity in all things
- Inclusive of, and celebratory of the diversity within the College

# PERSON SPECIFICATION

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## 3. Experience

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### Desirable

- Adobe Creative Suite (Photoshop, InDesign, Acrobat)
  - Event planning
  - Maintaining social media platforms in a professional capacity
  - Website content management, including editing, page creation, content updates, sourcing and developing content and images, events and news
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## 4. Knowledge

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- Knowledge of marketing practices across a variety of platforms and channels
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## 5. Work Health and Safety

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- Comply with the College's WHS Policy
  - Take reasonable care for your own health and safety
  - Take reasonable care for the health and safety of co-workers and ensure that your actions do not put anyone at risk
  - Use and maintain equipment properly
  - Ensure that your work area is free of hazards
  - Report safety incidents
  - Co-operate with St Martins Lutheran College in anything that you are required to do to ensure a safe workplace
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## 6. Performance Standards & Review

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A Performance Review is undertaken with the Marketing & Communications Manager to determine capacity to meet the demands of the role; identify where additional skills training is required and what level of job satisfaction is being obtained.

# APPROVAL

Job Description & Person Specification Approved

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Principal Alan Connah

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(Signature)

Date:

Acknowledged by Person Selected

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(Signature)

Date: