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Role Description

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| Marketing and Events Officer | Job Ad Reference | **NCR456388/22T** | | |
| Job Evaluation No. | **18656** | TRIM No. | **18/403134** |
| Work Unit | **Urangan State High School**  **North Coast Region**  **Early Childhood and State Schools Division** | | |
| Location | **Urangan** | | |
| Classification | **AO3 Qld Public Service Officers and Other Employees Award - State 2015**  **36 ¼ hour week** | | |
| Job Type | **Temporary Full-time**  **Until 12 January 2024 unless otherwise determined** | | |
| Salary Range | **$66, 744 – $74, 062 per annum**  *Plus superannuation contributions of up to 12.75% of your annual salary.* | | |
| Contact Officer | **Kacey Zirkel** | | |
| Contact Telephone | **(07) 4197 0111** | | |
| Closing Date | **Monday, 5 December 2022** | | |

## Your employer

The Department of Education (DoE) is committed to ensuring Queenslanders have the education and skills they need to contribute to the economic and social development of Queensland. The department delivers world class education services for people at every stage of their personal and professional development. We are also committed to ensuring our education systems are aligned to the state’s employment, skills and economic priorities. DoE is a diverse organisation with the largest workforce in the state. We are committed to teaching and learning environments that have at their centre child/student and staff health and safety. We provide services through the following service delivery areas:

* State Schools Division delivers high quality education to more than 70 percent of all Queensland school students at prep, primary and secondary levels.
* Policy, Performance and Planning Division takes a strategic approach to driving the business of the portfolio, across, schooling, early childhood, education and care and Indigenous education policy. The division engages in policy development and intergovernmental relations, legislation, governance and planning, and monitors and reviews the department’s performance framework.
* The Early Childhood and Community Engagement Division is responsible for the strategic management and implementation of early childhood reforms, coordination of early childhood education and care programs, approval and regulation of services, supporting assessment and ratings and the quality improvement for all early childhood development and education services in Queensland. The Division is also responsible for the department’s community engagement and communication priorities with a specific focus on working with stakeholder to meet government goals, commitments and targets.
* Corporate Services Division consists of Information and Technologies Branch, Human Resources Branch, Finance Branch, Procurement Services Branch and Infrastructure Services Branch which work together to ensure that the department achieves sustainable investment, better utilisation of assets and resources, increased organisational productivity and accountability from its investment for both business and education outcomes.
* The People and Executive Services Division consists of Human Resources Branch, Strategic Communications and Engagement Branch and Legal Services.
* The Office of Industrial Relations (OIR) contributes to the Government’s strategic objectives in the areas of workplace health and safety, electrical safety, workers’ compensation, industrial relations and labour hire regulation and seeks to improve performance in these areas through regulatory and policy frameworks and the provision of evidenced-based services and advice.

State Schools Division is responsible for ensuring Queensland state school students are engaged in learning, achieving and successfully transitioning to further education, training and work.

State Schools Division develops the strategic direction for state schools, supported by operational policies and ensuring their implementation in regions and schools.

Schools are the focus of expertise in learning. They perform a vital role in providing opportunities to students to acquire knowledge and understanding, pursue special interests, strive to achieve excellence and develop social and vocational skills. Their core business is providing a learning program for students to achieve system wide and school based learning outcomes. Schools also aim to facilitate and support participation among parents, students, administrators, teachers and others in the school community and between the school and departmental support structures.

For more information about the department, please visit our website at [www.qed.qld.gov.au](http://www.qed.qld.gov.au)

## Your opportunity

As the Marketing and Events Officer you will assist in the development of innovative marketing and communication strategies and the coordination of special events for the school.

The Marketing and Events Officer reports to the Principal/Executive Principal or nominated delegate.

## Your role

As the Marketing and Events Officer you will have responsibility for the following:

* Coordinate school special events including Awards night, Anzac Day, Graduation ceremonies, Open Day, Study Tours and enrolment information, including consulting with key internal and external stakeholders to plan and deliver creative strategies for these events.
* Coordinate the production of all school publications and promotional material along with the school newsletter and maintain content for the school’s website to ensure information is accurate and up to date.
* Develop and maintain a proactive and consistent online and social media presence to promote the school and to communicate responsively with the wider community.
* Establish and maintain professional relationships with staff and external clients to ensure the success of school marketing and events, and the promotion of the school as a key priority.
* Assist in the development of promotional material, including marketing strategies and initiatives, and develop innovative marketing systems, processes and procedures.
* Provide input into the production and review of the school marketing plan and budget in consultation with the Principal/Executive Principal and Business Manager.
* Promote the school by providing innovative pre-approved (by Principal/Executive Principal or Business Manager) good news stories to the media and local community.
* Develop and maintain a proactive and consistent online and social media presence to promote the school and to communicate responsively with the wider community.
* Develop and coordinate partnerships with key external stakeholders, including Alumni members, local media and local Industry Partners and develop networks to enhance the current position of the school.

## How you will be assessed

Within the context of the role described above, the ideal applicant will be someone who has the following key capabilities:

1. **Supports strategic direction**

Understands the school’s business objectives with knowledge of relevant legislation and departmental policies and procedures relevant to school events and communication activities.

1. **Achieves results**

Ability to plan, implement, monitor and evaluate marketing and events to ensure the effective and efficient delivery within deadlines and budget.

1. **Supports productive working relationships**

Ability to establish productive working relationships with all levels of staff and the community with a focus on school image and creative outcomes for special events.

1. **Displays personal drive and integrity**

Demonstrated skills in setting realistic goals, establishing work priorities, and meeting deadlines.

1. **Communicates with influence**

Demonstrated communication and interpersonal skills, including the ability to liaise, negotiate and consult with internal and external clients, while contributing as a team member.

## Additional information

* For school based AO2/AO3 non-teaching temporary positions - The duration of this position will be dependent on work demands, the availability of ongoing funding, and model allocated resources.
* In accordance with the [*Working with Children (Risk Management and Screening) Act 2000*](https://www.legislation.qld.gov.au/view/pdf/asmade/act-2019-018)*,* a person is prohibited from working in regulated child-related employment unless the person holds a current Working with Children Check  clearance (blue card) issued by Blue Card Services: [www.bluecard.qld.gov.au/](http://www.bluecard.qld.gov.au/)
* A criminal history check will be initiated on the successful applicant.
* A serious discipline history check may be initiated on the successful applicant.
* A non-smoking policy applies in Queensland government buildings, offices and motor vehicles.
* If the successful applicant has been engaged as a lobbyist, a statement of their employment is required.
* You may be required to complete a period of probation in accordance with the *Public Service Act 2008*.
* Staff are required to actively participate in consultation and communication with supervisors and management regarding health, safety and wellbeing issues and comply with all provisions of the relevant workplace health and safety legislation and related health, safety and wellbeing responsibilities and procedures developed by the department.
* You will work for an organisation that values its people and promotes leadership and innovation. We respect professionalism, embrace diversity and encourage a balance between work and life commitments.
* Departmental employees are required to acknowledge they understand their obligations under the Queensland Government *Code of Conduct* and the department’s *Standard of Practice* and agree to align their professional conduct to these obligations.
* The department is committed to respecting protecting and promoting human rights. Under the Human Rights Act 2019 (Qld), the department has an obligation to act and make decisions in a way that is compatible with human rights and when making a decision, to give proper consideration to human rights. When making a decision about recruitment and selection, decision-makers must comply with that obligation. Further information about the Human Rights Act 2019 is available at <https://www.qhrc.qld.gov.au/your-rights/human-rights-law> and <https://www.forgov.qld.gov.au/humanrights>
* All roles in the department are responsible for creating, collecting, maintaining, using, disclosing, duplicating and disposing of information, as well as managing and using communication devices (for example email, internet and telephone) and public resources (for example computers and network resources).  Staff must undertake these tasks in accordance with the department’s information management policies and procedures (for example recordkeeping, privacy, security and email usage).
* You will be actively supported as an individual and will have access to a range of flexible work options, an employee assistance program and learning and development opportunities.
* All role descriptions and recruitment and selection processes are required to be aligned with the Queensland Government Capability and Leadership Framework (CLF). For more information about the CLF, visit [www.psc.qld.gov.au](http://www.psc.qld.gov.au)
* Additional information is available online at: [www.smartjobs.qld.gov.au](http://www.smartjobs.qld.gov.au/)