

# Communications Officer

## Position Description



### OVERVIEW

**Prince of Peace Lutheran College** is a co-educational, independent, Christian school located at Everton Hills in the north-western suburbs of Brisbane. The College was established by the Prince of Peace Lutheran Congregation in 1984 to provide quality Christian education to the children of the community.

**Prince of Peace Lutheran College** offers classes on two campuses from Kindergarten to Year 12 with approximately 730 students enrolled in 2016. The Junior Campus (K-6) is located at Rogers Parade West. The Senior Campus, 1 km away at Henderson Road, was opened in July 2009 and is currently home to Years 7 – 12.

JOB TITLE	Communications Officer
HOURS OF DUTY:	Permanent Part-Time (FTE 0.4) Term Time Only 8.30am-3.00pm – 2 days/week

### ORGANISATIONAL RELATIONSHIP

**Reporting To:** Marketing & Enrolments Manager

### POSITION OBJECTIVES

The Communications Officer is responsible for developing and implementing the College's Marketing and Communications Strategy and Five Year Strategic Plan. The position has been created to enhance the efficiency and experience of the College's current community through stronger communication, whilst also promoting the College to the wider community.

### SPECIFIC ACCOUNTABILITIES OF THE ROLE

#### 1. Strategic Communications

- Developing and implementing a Communications Plan, in conjunction with the Marketing and Enrolments Manager and the College Leadership Team, that addresses the College's current communication needs.

## **2. Internal Communications**

- Newsletters: Oversee the collation and design of the College's regular fortnightly online newsletter. This includes assisting the newsletter coordinator with editing, article placement, page setup and distribution (through Mail Chimp or a similar platform).
- Editorial Development: Work in conjunction with the Leadership Team to promote the College's achievements and programs through the newsletter, social media, print media and other avenues.
- Surveys: Develop, design, distribute and collate internal surveys as required.
- Mail Outs/ correspondence: To be managed as required.
- College Year Book: Collate, edit and co-ordinate the design of the publication.
- Photography: Take photos of school events and activities for use in the newsletters, Yearbook, Facebook etc, and arrange professional photo shoots as required.
- Event planning and co-ordination.
- Design and develop brochures as required.

## **3. External Communications**

Manage all external communication requirements including:

- Website: Regularly update the website as required.
- Social Media: Articles/ reminders to be posted regularly.
- POP App: Information and reminders to be posted regularly.
- News Releases: To develop an on-going, mutually beneficial relationship with local media, and write and distribute articles as required.
- Liaising with external consultants as required.
- Printed material: Prospectuses, brochures, flyers etc to be developed as required.

## **4. Advertising**

- To assist the Marketing and Enrolments Manager in the development and management of an effective advertising campaign for both internal and external audiences as required.

The Communication Officer is required to work closely with the Marketing and Enrolments Manager to achieve the College's goals. As such, the Communications Officer will be required to support the Marketing and Enrolments Manager, and vice versa, at College events. The successful candidate will also be required to assist other College staff as required. The highest level of confidentiality will need to be observed at all times.

## **SKILLS**

### **Essential**

- Excellent customer service focus.
- Excellent inter-personal skills.
- Excellent communication skills, both oral and written.
- Proven ability to work independently with minimal direction.
- Proven ability to work effectively within a small team environment.
- Proven ability to work effectively with other stakeholders (parents, suppliers etc).
- Proven ability to manage personal deadlines and those of external providers.
- Flexibility to assist colleagues as required.
- Strong computer literacy.
- Strong diplomacy skills.
- Demonstrated professionalism and ability to adhere to confidentiality requests or requirements.

### **Desirable**

- Experience with various communication mediums including social media, video production and print media.
- Strong typing proficiency.
- Sound photographic skills.

## **Qualifications and Experience**

### **Essential**

- Proven ability to write public material.
- Previous experience in communications.
- Have a minimum of three (3) years' experience working in the field of communications, public relations or marketing.
- The chosen applicant must be able to successfully attain a Blue Card.

### **Desirable**

- Previous employment in the education sector is desirable but not essential.
- Experience with Wordpress.
- Experience using online survey programs such as Google Forms, Mail Chimp and Survey Monkey.
- Relevant Tertiary Level qualification.
- First Aid qualification.

## Working Conditions

Working hours are 8:30am – 3:00pm, 2 days a week, term time only with the flexibility to:

- work more hours during peak times (e.g. Term 3 to complete Year Book).
- work around commitments (change days occasionally if needed to meet deadlines).

## Remuneration

The salary and conditions for this position are defined under Lutheran School Officer in the Queensland Lutheran Schools Enterprise Agreement 2013. The Level will be determined by experience.

### HOW TO APPLY

- Please send a Resume/Curriculum Vitae that includes 2 Referees
- Include a statement addressing any previous experience or ability to complete the specific accountabilities of the role and skills above (*no more than 2 pages*)

### **Applications**

Applications are to be marked **Strictly Confidential** and sent to the Head of College either by post or e-mail by **Wednesday 8 February 2017**.

Mr Phil Hlland  
Head of College  
Prince of Peace Lutheran College  
25 Henderson Road  
EVERTON HILLS  
QLD 4053

Email: [kosborne@princeofpeace.qld.edu.au](mailto:kosborne@princeofpeace.qld.edu.au)

NB: Information that is sent by e-mail should be in either Microsoft Word or PDF format