

Marketing/Communications Officer

Applications Close:	Monday 11 September 2023 (5pm)
Apply to:	The Business Manager - Noosa Pengari Steiner School via employment@noosasteiner.qld.edu.au
Position Title:	Marketing/Communications Officer
Start Date:	Term 4 2023
Employment Status:	0.6 FTE (3 days per week, term time)
Hours of Duty:	8am – 4pm
Responsible to:	Business Manager
Location:	Noosa Pengari Steiner School, 86 Nyell Road, Doonan

Primary Objective

The primary function of the Marketing/Communication Officer is to promote the image of NPSS through marketing, advertising, branding, social media and provide high level communication and administrative support to the staff, parents and students at NPSS.

Education and Experience

A suitable candidate for this position will be an effective communicator, who is highly organised, presents a professional image and supports the ethos of Steiner education. Previous experience in a Marketing role within the education sector is desirable.

A tertiary qualification in Marketing and/or Communications would be highly regarded.

Key Competencies

- Exceptional communication skills
- Exceptional organisational skills
- High level of proficiency in Microsoft Office suite (including Sharepoint)
- Proficiency in Adobe Illustrator, Premier Pro, Photoshop, Lightroom, Canva
- Ability to work autonomously
- Ability to follow directions
- Demonstrated personal drive and initiative
- Ability to learn new software
- Creativity and Problem-Solving skills
- Interpersonal skills
- Excellent time management skills with a proven ability to meet deadlines
- Confidentiality, using discretion and judgement
- Ability to liaise effectively with other administration team members and management

Main Job Tasks and Responsibilities

Marketing/Communications

- Manage and maintain the school website
- Seek opportunities for positive media coverage and assist with the development of press releases, news articles, editorial and reports for media and internal publications
- Assist with photography coordination and storage management to support publications/digital media including taking photographs at school events
- Coordinate NPSS Alumni – including liaising with past students to organise reunions
- Coordinate fortnightly school newsletter including collating information and creating content
- Coordinate and deliver a range of high-quality content and communication across the following areas – social media, publications and communications, events, website, and brand management.
- Design and prepare digital social media campaigns
- Maintain the school's social media channels to ensure consistency of imagery and messaging
- Coordinate the collation, design and proofing of publications, advertisements, and other marketing materials
- Create flyers for internal school activities
- Assist with the implementation of a Marketing Plan
- Event management and coordination of school events

Administration Support

- Coordinate playgroup enrolments and communication
- Data entry of enrolment applications
- Administration support to School Registrar as required
- Provide back up for Reception as required
- Provide back up for First Aid as required

Additional Responsibilities

- Attend administration faculty meetings
- Engage in professional development opportunities to maintain and improve professional knowledge
- All other duties commensurate with your classification, skills and experience that are required to be undertaken

Requirements

- Evidence of eligibility to work in Australia
- Current Blue Card holder
- Current First Aid certificate
- Proficiency with MS Office suite