



ROLE DESCRIPTION

Media and Community Engagement Officer

Our Vision

Embracing our Catholic identity, we empower individuals to realise their potential as active, informed and compassionate contributors in an ever-changing world.

Our Mission

Through the three pillars of Catholic Identity, Teaching and Learning and Wellbeing, we commit to:

- Nurturing faith and fostering positive, healthy and respectful relationships.
- Offering a transformative education that nurtures academic curiosity and personal growth.
- Providing an inclusive, equitable learning environment, prioritising the safety and wellbeing of all.
- Empowering students to uphold social justice and positively engage with the community through service and advocacy.

Our Values

Hospitality – Welcoming all

Service – Making the needs of vulnerable a priority

Respect – Where all creation is considered sacred

Hope – Developing resilience in bringing a sense of purpose

Trust – Speaking and acting with integrity

Aspiration – Illuminating our hearts and minds through the lamp of learning

Organisational Context

As a member of the College staff, the Media and Community Engagement Officer works with all members of staff, to ensure communications from the College reflect the College values and aspirations, to enhance all stakeholders' engagement with the school.

The Media and Community Engagement Officer would be expected to:

- Live the College Mission and Vision Statement
- Support all members of staff and the College community, while fostering positive relationships
- Work with a common purpose and with regard for all staff and students, with particular reference to promoting the College within the local community
- Always demonstrate and model professional and ethical behaviour within the College and the College Community

Areas of Responsibility

Working with the Business Operations Specialist, the Media and Community Engagement Officer will:

- Create engaging social media content and appropriately schedule all content
- Film and edit short-form video content (suitable for Instagram and Facebook reels)
- Photograph school events and classroom activities
- Ensure content is purposeful, contains accurate branding if required, and reflects the College's values and key messages
- Provide logistical and administrative support for school events and activities
- Assist with updating website pages and content
- Assist with copywriting for various print and digital platforms
- Design collateral for internal and external communications including event flyers, social media posts, and print advertising (Graphic Design)

This role is flexible and will be tailored to suit the strengths and interests of the successful applicant.

Other

- Work in partnership with other members of staff to help organise and coordinate various whole school events in which the community will be involved. (Swimming, Athletics, Fete Day, Open Day, Student formals, etc.)
- Fostering partnerships with local businesses and organisations.
- Develop initiatives that connect with and maintain relationships with feeder schools and the wider community.
- Work closely with and under the direction of the School Operations Specialist, to achieve positive outcomes for the College, with consistent messaging.
- Any other duties as requested by the Principal.

Skills and Qualifications

- Qualifications in Media, Marketing, or Public Relations (desirable)
- Passion for storytelling
- Strong writing skills
- Strong verbal and written communication skills
- Basic photography and videography skills
- Familiarity with graphic design software (e.g., Canva, Adobe Creative Suite)

Other Criteria

- Demonstrated understanding of, interest in and commitment to, the Catholic philosophy and ethos of the College.
- Appropriate qualifications or experience.
- Demonstrated commitment to on-going improvement in practice.
- Ability to prioritise tasks and work with effective time-management.
- High quality communication skills.
- Ability to be flexible as situations arise.
- Ability to work as a dynamic team member

Terms of Employment

- Hold a current Working with Children Check and obtain a satisfactory Police Check
- Flexible and additional hours may be required to suit the needs of the College.
- This Position Description is subject to modification.

Award & Conditions	As per the CEMEA-2022
Title	Media and Community Engagement Officer
Classification	Education Support Employee Category B, Level 2
Time	Hrs to be negotiated
Reports to	School Operations Specialist and Leader of Student Wellbeing
Tenure	Ongoing

Prepared: Sep 2025	<u>Date</u>	<u>Comment</u>
Updated/Reviewed:		
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Due for Review:	Oct 2027	