

## Role Description

## Marketing and Events Officer

### Inclusion and Diversity

We all have a role in making our workplace one that embraces and values diverse backgrounds, perspectives and life experiences, creating a workplace where [we all belong](#).

Reasonable adjustments may be discussed with your manager, approved and documented to support and promote human rights and diversity across the workforce.



Job Evaluation No.

18656

Content

Manager No.

18/403134

Work Unit

**Nominated School**

**Nominated Region**

**Early Childhood and State Schools Division**

Location

**Various locations throughout the State**

Classification

**AO3 Qld Public Service Officers and Other Employees Award - State 2015**

**36 ¼ hour week**

### Your employer

The Department of Education (DoE) is committed to giving all children a great start, engaging young people in learning, creating safe and inclusive workplaces and investing in communities for a stronger Queensland.

Our human rights commitment is to create a stronger, fairer Queensland by respecting, protecting and promoting human rights in everything we do. Our objectives are: A great start for all children, Every student succeeding, Building Queensland communities, Safe and capable people delivering our vision, Fair and safe workplaces and communities. Our vision is one of equity and excellence in a progressive, high performing education system that realises the potential of every student.

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

Appointments in the public sector are merit-based and will be assessed by looking at what you have done previously—the knowledge, skills and experience you have built, your potential for development, and your personal qualities.

Responsibilities include:

- 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.

**Other responsibilities (as required)**

- Other suitable duties, consistent with the duties and responsibilities of the position as directed by the supervisor or nominated delegate.

**A mandatory requirement of this role is:**

- In accordance with the [Working with Children \(Risk Management and Screening\) Act 2000](#) 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.

**Competencies – How you may be assessed**

[Leadership Competencies for Queensland](#) describes what highly effective, everyday leadership looks like in the public sector. In simple, action-oriented language, it provides a common understanding of the foundations for success across all of our roles within the department.

**Vision:**

- Leads strategically – thinks critically and acts on the broader purpose of the system.
- Stimulates ideas and innovation – gathers insights and embraces new ideas and innovation to inform future practice.
- Leads change in complex environments – embraces change and leads with focus and optimism in an environment of complexity and ambiguity.
- Makes insightful decisions – makes considered, ethical and courageous decisions based on insight into the broader context.

**Results:**

- Develops and mobilises talent – strengthens and mobilises the unique talents and capabilities of the workforce
- Builds enduring relationships – builds and sustains relationships to enable the collaborative delivery of customer-focused outcomes.
- Inspires others – inspires others by driving clarity, engagement and a sense of purpose.
- Drives accountability and outcomes – demonstrates accountability for the execution and quality of results through professionalism persistence and transparency.

**Accountability:**

- Fosters healthy and inclusive workplaces – fosters an inclusive workplace where health, safety and wellbeing is promoted and prioritised.
- Pursues continuous growth – pursues opportunities for growth through agile learning and development of self-awareness.
- Demonstrates sound governance – maintains a high standard of practice through governance and risk management.

**Additional information**

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- This role description works in conjunction with the Candidate Information Package.