

Role Description

Marketing Officer (Generic)

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.

17480

Content Manager No.

17/326798

Work Unit

Nominated School

Nominated Region

Early Childhood and State Schools Division

Location

Various locations throughout the State

Classification

AO4 Qld Public Service Officers and Other Employees Award - State 2015

Your employer

The Department of Education (DoE) is committed to delivering responsive services focused on equity and excellence to Queenslanders and their communities. We promote equity and excellence by our commitment to respect, protect and promote human rights. Our objectives are: a strong start for all children, every student realising their potential, fair and safe workplaces and communities, capable people delivering our vision. 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.ged.qld.gov.au

Your opportunity

As the Marketing Officer you will lead the marketing portfolio of the school/college including promotion of the school/college, organisation of major school events, communication strategies and the acquisition of sponsorship.

The Marketing Officer reports to the Principal or nominated delegate.

Your role

Responsibilities include:

- Develop and seek opportunities to promote and market the school/college to current and potential clients and stakeholders by arranging visits where required and managing the marketing portfolio data.
- Liaise with the Principal in leading change by showing judgement and common sense to implement improved work practices with regular updates of the marketing portfolio, including the events schedule, school magazine, school diary, newsletters and the acquisition of sponsorship agreements.
- Develop and maintain positive relationships with staff, and provide a high level of client support to employers, Industry partners, to ensure the promotion of the school is a key priority.
- Liaise with the Principal and oversee the purchasing, maintenance and repair of marketing resources and equipment in accordance with government guidelines and departmental policy and procedures.
- Undertake financial activities including monitoring and reviewing marketing expenditure, application of school funds and purchasing processes, and managing the marketing budget.
- Identify alternate income streams to enhance the marketing budget and determine appropriate courses of action.
- Work directly with industry, business and community groups to form productive partnerships and develop networks to enhance the current position of the school/college.
- Work collaboratively with the Principal to develop and implement the communication strategy involving a range of communication mediums and information sessions promoting the school/college.



- Work collaboratively on the development and implementation of specialist project activities to plan creative strategies for programs and events, either as a leader or team member as required
- Take a lead role in the organisation and liaison of school events and promotional materials, including marketing and communication strategies and initiatives.
- Draft, plan, write, edit and publish a variety of communications and other documents, which promote a positive image of the school/college to the general public, including production of the newsletter, images and designs for brochures, flyers and handbooks for publication.
- Contribute to the development and implementation of standards, guidelines and procedures and quality assurance processes for preparation and delivery of all digital marketing and online information. Ensuring all documents and information are distributed are of a high quality and presented in a format that fits with the visual identity guide.
- Collaborate in the design, development and implementation of multi channel marketing communication and data collection and information delivery systems.
- Write edit and manage content for intranet and internet and online calendar of events to ensure information is accurate and up to date.

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

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