

## Role Description

## Communications and Community Relations 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.	<b>181082</b>	Content Manager No.	<b>18/627667</b>
Work Unit	<b>Nominated School Nominated Region Early Childhood and State Schools Division</b>		
Location	<b>Various locations throughout the State</b>		
Classification	<b>AO5 Qld Public Service Officers and Other Employees Award - State 2015 36 ¼ hour week</b>		

### 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 Communications and Community Relations Officer, you will:

- Be responsible for the promotion of the school and its relationship with the community by leading and managing communication strategies and the organisation of major school events.

The Communications and Community Relations Officer reports to the Principal.

### 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:

- Manage the school Calendar and events schedule, and coordinate school special events, including awards ceremonies, school assemblies, Parent Teacher nights and Study Tours including consulting with key internal and external stakeholders to plan and deliver creative strategies to drive open days, enrolment campaigns, other events and projects.
- Manage the development of whole of school brand marketing, manage and implement information evenings, communication strategies and initiatives to promote key aspects of the school and assist with promotional launches and events.
- Develop and manage the school's publicity materials and digital presence (newsletter, website, school calendar) by sourcing digital content and encouraging increased engagement of the school's website and social media channels (Facebook page).



- Participate in the decision making activities of the School Executive Team, particularly with regard to providing input and analysis of the specific communication needs and the coordination and the release of school information and liaising with media outlets.
- Prepare communication materials and press releases (draft, plan, write, edit and publish), develop relationships with media organisations, and monitor the standard of the school's written communications, including school forms and documents, brochures, guides, handbooks and newsletters.
- Plan and deliver or organise to provide information to parents, the school and its community, and facilitate community development activities to improve relations between the school and its community.
- Establish and maintain professional relationships with staff and external clients to ensure the success of school projects and events (school study tours, etc.).
- Maintain awareness of new and emerging trends and technologies in social and digital marketing and in innovative content creation that meets standards, guidelines and user expectations.
- Provide policy advice and assistance in implementing communications strategies, involving identifying and understanding client expectations and offering strategic public affairs advice that takes into consideration possible media implications.

#### **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.