



# Position Description

<b>Position Title</b>	<b>Communications &amp; Social Media Officer</b>
<b>Organisation</b>	Catholic Education Sandhurst Limited (CES Ltd)
<b>School</b>	St Augustine's College
<b>Location</b>	<i>Kyabram</i>
<b>Enterprise Agreement and / or Award</b>	Catholic Education Multi-Enterprise Agreement 2022
<b>Classification</b>	Category C Education Support
<b>Remuneration</b>	TBC
<b>FTE</b>	Flexible over five days
<b>Status</b>	Fixed (Parental Leave Replacement)
<b>Reports to</b>	Business Manager

## Our Organisation

Catholic Education Sandhurst Limited (CES Ltd) is committed to the mission of Catholic Education across the Diocese of Sandhurst. With a rich history dating back to 1853 the Diocese reaches from Central to Northeast Victoria. The organisation supports more than 3000 employees in 52 schools and 3 early childhood facilities. It also provides support to 4 secondary colleges owned and operated by Religious Institutes.

CES Ltd participates and cooperates in the work of the Victorian Catholic Education Authority (VCEA), which has key responsibilities for the allocation and distribution of government funding, facilitating cooperation across the four Victorian Dioceses, and in working and cooperating with government statutory authorities.

The Executive Director of Catholic Education Sandhurst is appointed by the Board of CES Ltd to support the administrative, organisational, and service matters to Catholic schools within the Diocese.

The Executive Director and all delegations via that position operate within the parameters of Canon Law and the Catholic Church structures and processes. CES Ltd is the employing authority for its schools and acknowledges and respects the role of Parish Priests within the Parish communities in which schools are located and supported.

## Our Vision

The vision for CES Ltd is to provide, in partnership with our families and parishes, stimulating, enriching, liberating, sacramental and nurturing learning environments drawn from the Catholic tradition in each of the diocesan school communities.

At the heart of this vision is our commitment to the ongoing duty of care that we have for the safety, wellbeing and inclusion of all children and young people, a pursuit of excellence in all levels of learning and creating communities of welcome, hospitality and inclusion.

We believe:

- that the values of the Gospel are central to who we are, what we do, and how we act
- that we have a vital role in the mission of the Catholic Church to imagine and seek new horizons while respecting our Tradition
- that a strong sense of community is dependent on the quality of our collegial relationships
- that each person's potential is fostered through the dedicated ministry of Catholic Education
- in leadership encompassing vision, innovation, and empowerment.

## Our Values

CES Ltd Values underpin and reflect the behaviours we expect of our staff:

### Principles of Catholic Social Teaching

The identity of the Sandhurst Catholic School reflects the principles of Catholic social teaching, grounded in the person of Jesus, and interpreted and enacted for the "common good" in response to the "signs of the times".

These principles require that the dignity and potential of each person be fully respected within a climate that is conducive to peace, security, and development. This must find expression in the relationships, structures, curricula, planning, processes, and care in the everyday life of the school.

### Respect

Respect for the dignity and potential of each person within a climate that is conducive to peace, security, and development. This must find expression in the relationships, structures, curricula, planning, processes, and care in the everyday life of the school.

### Partnerships

The Sandhurst Catholic Schools do not function in isolation. In attending to the religious dimension of education, the most fundamental partnerships are those with parents/guardians and with local Catholic faith communities. The school is part of the wider Church community.

### Faith

The tasks of evangelisation, catechesis and religious education are shared by home, school and parish, with each having its own distinct contribution to make in a sense of genuine partnership.

## School Summary

St Augustine's College is a co-educational Catholic college proudly providing student-centred learning experiences from Foundation to Year 12.

St Augustine's College has a proud tradition of providing Catholic education to students from the Kyabram district and beyond.

At our college, the sense of community and partnership with families is key to the learning success and wellbeing of our students. As a college we embrace our Catholic identity and witness this daily in words, symbols, and actions.

All members of staff are expected to support the school's Catholic ethos, traditions, and practices, and always apply these to their work.

## Position Summary

The Communications & Social Media Officer ensures communications from the College reflect the College values and objectives and strengthens every person's engagement with the College.

The Communications & Social Media Officer will develop, execute and manage the internal and external communications and media strategy in co-ordination with the Business Manager.

The Communications & Social Media Officer will ensure accuracy and clarity across all publications maintaining brand consistency and high-level standards.

## Key Responsibilities

<b>Communications</b>	<ul style="list-style-type: none"><li>• Ensure consistent branding across all correspondence</li><li>• Proofreading of all outgoing communication</li><li>• Work in conjunction with Admin Team to provide consistent communications protocols sent via College communication tools eg: Operoo</li><li>• Source content, develop timeline and manage the production of the annual College magazine (Tarkarri)</li><li>• Maintain and ensure the on-line Family Handbook is current</li><li>• Assist with the preparation of the Annual Report</li><li>• Liaise with Graphic Designer to produce College branded signage, collateral and advertising</li></ul>
<b>Social Media</b>	<ul style="list-style-type: none"><li>• Researching, gathering, and creating content across the organisation to drive engagement</li><li>• Ensure social media posts are appropriately written and proofed</li><li>• Ensuring a positive presence on social media channels and monitoring activity to ensure respectful interactions are maintained</li></ul>

	<ul style="list-style-type: none"> <li>• Develop a content creation schedule and engagement strategy for social media</li> <li>• Moderate and evaluate engagement across communication and social media channels</li> <li>• Reviewing/monitoring community posts related to the College</li> <li>• Regularly review social media protocols</li> <li>• Develop reporting on analytics for communications channels</li> </ul>
<b>Website</b>	<ul style="list-style-type: none"> <li>• Regularly review and update the College website to ensure accurate information is always available and ensure the removal of content at conclusion of events, programs etc.</li> <li>• Advertise upcoming events</li> <li>• Advertise employment opportunities</li> <li>• Ensure website content is effectively communicated</li> <li>• Liaise with the web developer around new features</li> </ul>
<b>General</b>	<ul style="list-style-type: none"> <li>• In conjunction with the Business Manager, manage the College media library to ensure all media published is in line with the College's image and publishing guidelines</li> <li>• Catalogue photography/videography</li> <li>• Communicate with staff to coordinate times for media capture</li> <li>• Capture footage and photographs of engaging moments, activities, and performances to highlight the vibrant College community</li> <li>• Work with professional photographers when engaged</li> <li>• Support the Community Engagement Support Officer in the promotion and coordination of College marketing events including open days, annual production, awards, special masses, and graduation nights etc. in liaison with the Business Manager</li> <li>• Stay abreast of the latest digital innovations, trends, and opportunities, particularly in AI, to keep our digital presence at the forefront</li> <li>• Assist in administration tasks, data management and front office cover as required</li> </ul>

Carry out all other duties that are within the limits of the skill, ability, competence, and training of the employee, and aligned with the requirements of the role as may be directed from time to time.

## Mandatory Responsibilities and Requirements

### Compliance with CES Ltd Policies and Procedures

- All CES Ltd policies and procedures are available in either CompliSpace and/or the Staff Portal. It is expected that all employees of CES Ltd must ensure that they comply with policies, procedures and standard ways of work practices when carrying out their work. Any breaches in compliance may result in disciplinary action.

### Compliance with Occupational Health and Safety

- All CES Ltd employees have a responsibility to take reasonable care of their own health and safety along with the safety of others. It is expected that all employees comply with policies, safe work procedures, instructions, and rules of CES Ltd's OH&S Management System.

- All employees must report any hazards or any other health, safety, or wellbeing issues to their team leader/principal. There is also an expectation that employees will actively eliminate hazards, follow instructions, and participate in training and consultation processes.
- All employees who have responsibility to supervise /lead others have additional responsibilities including ensuring that employees have clearly defined safety roles and responsibilities, addressing OH&S issues immediately, be aware of tasks being undertaken by employees and ensure that they have the skills required to perform tasks safely, ensuring training is provided to address any knowledge or skills gaps for performing work safely, ensuring clear policies and procedures are implemented as well as holding regular OH&S meetings with employees and managing non-compliance.
- Depending on the role some employees will be required to provide evidence of successful completion of First Aid Certificate inclusive of Anaphylaxis training prior to commencing employment with CES Ltd.

### Compliance with Child Safety Legislation

- CES Ltd is committed to creating and maintaining a child safe school environment in which all students feel safe and are safe. They do this by promoting the safety, wellbeing, and inclusion of all children. All CES Ltd employees have a responsibility to comply with current Child Safety legislation. This includes keeping up to date with relevant mandatory reporting requirements and maintaining a valid working with children check or VIT registration. CES Ltd are committed to ensuring the safety of children in our care, as such rigorous reference and background checks are conducted at the pre-employment stage. All staff are also expected to comply with the Child Safety Code of Conduct as amended or varied from time to time.

## Key Selection Criteria

Essential	Qualifications and Registrations	<ul style="list-style-type: none"> <li>• Relevant post-secondary qualifications in communications and/or a related field</li> <li>• Current (or ability to gain) Working with Children Check</li> <li>• Current (or ability to gain) National Police Record Check</li> </ul>
	Knowledge and Experience	<ul style="list-style-type: none"> <li>• Highly developed written and verbal communications skills</li> <li>• Extensive knowledge of social media, digital marketing, and traditional media channels along with experience with website content management systems and social media management tools</li> <li>• Understanding of communications principles and practices as well as communication platforms; including online, digital and print</li> <li>• Sound interpersonal skills including the ability to verbally express information and ideas in a clear and appropriate manner</li> <li>• Ability to work collaboratively and consultatively across a wide spectrum of stakeholders</li> </ul>

		<ul style="list-style-type: none"> <li>• Demonstrated experience using the advanced functions of computer software packages to create and modify images, video and online materials</li> <li>• Demonstrated experience in photography and videography</li> </ul>
	<b>Commitment to Catholic Education</b>	<ul style="list-style-type: none"> <li>• Demonstrated commitment to Catholic Education and Catholic Identity along with an understanding and willingness to work within the Catholic ethos, traditions, and practices of the Diocese of Sandhurst</li> </ul>
	<b>Commitment to Child Safety</b>	<ul style="list-style-type: none"> <li>• Be familiar with and comply with the school's child-safe policy and code of conduct, and other policies or procedures relating to child safety</li> <li>• Assist in the provision of a child-safe environment for all students</li> <li>• Demonstrate duty of care to students in relation to their physical and mental wellbeing</li> <li>• Understanding of and commitment to Child Safe Standards</li> </ul>
	<b>Skills and Attributes</b>	<ul style="list-style-type: none"> <li>• You have an eye for a good story and can craft compelling copy</li> <li>• You have strong design skills, creativity, and the ability to bring fresh ideas to content concepts and storytelling</li> <li>• You have experience in writing, editing, reviewing, and enhancing content for marketing and communications initiatives.</li> <li>• You have demonstrated strong interpersonal and communication skills and capacity to develop and sustain productive relationships, both within and outside the College community</li> <li>• A personal sense of warmth and welcoming</li> </ul>
<b>Desirable</b>		<ul style="list-style-type: none"> <li>• You are familiar with the education sector</li> <li>• Experience working in a similar role for a minimum of 2 years</li> <li>• Level 2 First Aid and CPR Certificate or willingness to undertake training</li> </ul>