

EMMAUS COLLEGE
ROCKHAMPTON

POSITION DESCRIPTION

POSITION: Administration Employee – Community Relations **STATUS:** Full Time

REPORTS TO: The School Principal

DATE:

Purpose of Position:

Under general supervision and broad guidelines of the Principal or nominee, provide administrative support at a senior level which facilitates, fosters and maintains relationships and communications with current families, College groups and the wider community, while simultaneously managing marketing and promotions activities to families prospective to the College.

Key Characteristics:

Skills:

- Demonstrate tolerance, maturity, patience and a capacity for self organisation and the ability to respond and adapt whilst operating in an environment which is often demanding and busy.
- Facilitate effective communication with staff, students, parents and visitors in a way that enhances the school image and contributes to the goals of Catholic Education.
- Demonstrate a capacity for tact and discretion and an ability to maintain confidentiality.
- Self-directed application of knowledge with substantial depth in some areas.
- Discretion and judgement are required for self and/or others in planning and selecting appropriate equipment, service techniques and work organisation for self and/or others.
- Apply a range of technical and/or other skills to roles and functions in both varied and highly specific context.
- There is complexity in the ranges and choice of actions required.
- Competencies are normally used independently and both routinely and non-routinely.

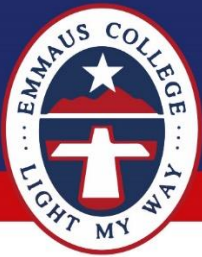
Supervision:

Work will be carried out under general supervision and/or broad guidance depending on function.

Supervision of Others:

- May have responsibility for the planning and management of others.
- Supervision and training of subordinate staff may be involved
- Teams may be guided or facilitated.

Qualifications:



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Tertiary qualifications at Associate Diploma/Diploma level or equivalent knowledge, qualifications and experience relevant to the position may be required.

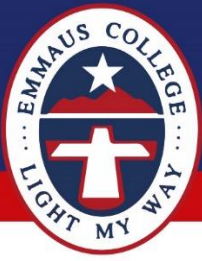
Typical Duties:

Typical duties performed include, but are not limited to:

- Practise confidentiality in relation to all aspects of the role.
- Apply a range of technical and other skills involving the self-directed application of knowledge gained through formal studies/qualification applicable to this level or knowledge and experience that are determined by the employer as necessary to successfully carry out the duties of the position. This may include: independent and original cataloguing and classification following precedents and standards; ensuring the production, distribution, revision, accessibility, accuracy and appeal of all digital and hard copy communications; and developing the framework for, and providing the instruction to, staff members in communication processes including but not limited to use of social media, mobile applications and maintaining brand guidelines within diocesan requirements.

Specific Duties:

- Display initiative and self-direction to ensure accuracy, currency and function of the College's communication channels, such as the Emmaus College mobile application, campus electronic signage, social media, website and intranet, with a view to promoting two-way communication and engagement with parents, students and key stakeholders.
- Compile, produce and update school communications and publications for staff and students as well as prospective, commencing and current families, including the fortnightly newsletter, notices to parents, the College prospectus, annual magazine, brochures and handbooks.
- Utilise skills in the use of specialist software such as WordPress and Schoolzine eNewsletter system, as well as Adobe and Microsoft Office suites.
- Ensure consistency, visibility and continual development of the Emmaus College brand guidelines through parent and staff communications, publications, advertising, social media and the College website.
- Photograph, record and promote significant events (e.g. sports carnivals, eisteddfod, musicals) via internal and external communication channels, displaying discretion and tact in relation to student College media permissions.
- Assist in the organisation and development of supporting informational material for enrolment information evenings, subject selection evenings and parent and student orientation activities.
- In conjunction with College staff, engage with feeder and other primary schools in conducting College familiarisation activities, on campus experiences and tours.
- Welcome visitors, parents and new staff to the College through activities including but not limited to familiarisation tours, enrolment information evenings and responding to ad hoc enquiries.



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- Assist in the organization and conduct of special events including but not limited to Awards Nights, Catholic Education Week and Graduation events, sometimes requiring work outside regular business hours.
- Provide assistance to the various faculties, departments and services in the school in regards to proactive recruitment and advertising for new staff members and filling vacancies.
- Represent the College at local community functions when required.
- Liaise on behalf of the College with parent organisations such as Parents and Friends Association, various support groups and committees.
- Promote parental involvement in school activities such as tuckshop, learning support, cultural groups, musical productions, sporting groups and community service activities.
- Contribute to the maintenance and updating of the College archives.
- Facilitate and organise annual staff and student photo days.
- Contact media outlets regularly to promote school achievements and significant events.
- Liaise with the Diocesan media officer and contribute to Diocesan publications.
- Assist with data entry, telephone, counter and enrolment enquiries as required, including following up with prospective families and providing a proactive and pleasant customer service experience.

I acknowledge that I have sighted and been provided a copy of this Position Description.

Employee Name (Please Print)

Signature

Date