



## LA SALLE COLLEGE ROLE DESCRIPTION

Communications Officer

---

ACCOUNTABLE TO:	Principal
DEPARTMENT:	Communications & Events
EMPLOYMENT CONDITIONS:	The Roman Catholic Archbishop of Perth Non Teaching Staff Enterprise Bargaining Agreement 2014
LEVEL / STEP:	Level 3

---

### OUR FAITH AND LASALLIAN VALUES

#### **Faith | Excellence | Service**

As a College staff, we've been given the gift of nurturing the young minds and hearts of our students and helping them realise their value, individuality and the positive impact they can have on the lives of others. The teachings and values of Christ underpins everything we do, who we are, what we stand for and the actions we take.

Through our programs, teachings, behaviours and actions, we encourage our College community to discover more about the Catholic faith and inspire them to realise their best self and live not by their fears but by their hopes, not by their words but by their deeds.

#### **ROLE OUTLINE**

The Communications Officer is central in identifying, curating, sharing and promoting stories about our vibrant and Christ-centred community to both internal and external stakeholders. The individual will build strong working partnerships with all members of the community and provide consistent and high-quality social media, marketing and communication materials and content to engage stakeholders.

In being both proactive and responsive to changes in the College's operating environment, the Principal may, from time to time, require the performance of other duties.

## KEY ACCOUNTABILITIES

### 1.0 CATHOLIC IDENTITY AND MISSION

- 1.1 Gives personal witness to Catholic values in their day-to-day duties and engages students, staff
- 1.2 Promotes and integrates Catholic Values through their work
- 1.3 Understands and upholds the values and expectations as described in the College's Code of Conduct and the Code of Professional Conduct
- 1.4 Acts as a positive role model of Christian values
- 1.5 Have completed or made progress towards the completion of Accreditation to Work

### 2.0 COMMUNICATIONS

- 2.1 Proactively seeks and curates stories to share with the community that encapsulates life at the College, utilising a range of formats, including social media, publications and video
- 2.2 Internal and external communication (e.g. documents, promotional materials and digital content) is well written, produced to a high standard in line with the College's style guide and appropriate for the target audience
- 2.3 Uses their in-depth understanding of the College brand and our Lasallian community to support staff in developing content that is reflective and aligned with the style guidelines
- 2.4 Develops and provides brand and social media guidelines to staff
- 2.5 Contributes to the development of communication strategies to support the College's key objectives
- 2.6 Manages and promotes the College through regular, consistent and appropriate communication through our online and digital platforms, social media and traditional media
- 2.7 Supports the ongoing management of our College website and Parent Hub portal
- 2.8 Supports staff to capture quality photos and videos of staff, students and events at the College
- 2.9 Coordinates the development of College publications such as the graduation booklet, College Annual, electronic newsletter Delagram etc.
- 2.10 Establishes and maintains strong working relationships with external stakeholders
- 2.11 Seek opportunities to enhance the reputation of the College, and coordinates publicity events as applicable

### 3.0 ENGAGING AND WORKING WITH THE COMMUNITY

- 3.1 Builds and maintains strong working partnerships with students, staff, parents and the wider community through structured, effective communication and consultation
- 3.2 Understands the broader community within which the College resides and is aware of the cultural, social and political characteristics that inform the needs of students, families and carers and the challenges they face
- 3.3 Supports the Communication and Events as required, including event preparation, assisting with identifying suitable merchandise and other materials
- 3.4 Contributes to the development of a College environment that is welcoming, hospitable, life-giving and just
- 3.5 Supports the implementation of College-wide and external events

## SELECTION CRITERIA

The individual appointed to the position of Communications Officer must:

- Have a clear commitment to the objectives and ethos of Catholic Education
- Demonstrated experience in a similar role
- Tertiary qualification in public relations, marketing or mass communications
- Strong written and verbal communication skills with the ability to understand and target different audiences
- Demonstrated strong corporate and creative writing skills
- High level of interpersonal skills and the ability to build relationships with a wide range of people
- Excellent attention to detail
- Strong analytics skills working across several platforms
- Proficiency in Microsoft Office Suite
- Experience in digital communications
- Current Working with Children Check and National Coordinated Criminal History Check
- Experience with managing the development of creative design
- Demonstrated usage of creative design software like Canva and Adobe Creative Suite (i.e. Photoshop/InDesign/Illustrator/Premiere Pro) would be considered highly desirable
- Demonstrated experience in the capture and production of video content would be considered highly desirable
- Experience with website content management is desirable

### DOCUMENT CONTROL

Version: 1 Reviewed: Aug 2023 Next Review: Aug 2024 Reviewed By: HR