

# Role Description



## Marketing Officer

Job Ad Reference	
Job Evaluation No.	<b>17480</b>
TRIM No.	<b>17/326798</b>
Work Unit	<b>State Schools/State High School or Other Educational Institution</b>
Location	<b>Various locations throughout the State</b>
Classification	<b>AO4 Qld Public Service Officers and Other Employees Award - State 2015</b>
	<b>36 ¼ hour week</b>
	<b>Permanent / Temporary / Full-time / Part-time</b>
Job Type	<b>Temporary period until XXXX unless otherwise determined</b>
Salary Range	<b>per annum</b>
	<i>Plus superannuation contributions of up to 12.75% of your annual salary.</i>
Contact Officer	
Contact Telephone	
Closing Date	

## Your employer

The Department of Education and Training (DET) is committed to ensuring Queenslanders have the education and skills they need to contribute to the economic and social development of Queensland. The department delivers world class education and training services for people at every stage of their personal and professional development. We are also committed to ensuring our education and training systems are aligned to the state's employment, skills and economic priorities. DET is a diverse organisation with the largest workforce in the state. We provide services through the following service delivery areas:

- State Schools Division delivers high quality education to more than 70 percent of all Queensland school students at prep, primary and secondary levels.
- Training and Skills Division works to meet the current and future needs of the economy through building a world class training system to enhance the skills of Queenslanders and optimise employment opportunities. The division achieves this through the regulation of the state's apprenticeship and traineeship system, strategic investment in training and skills, informing consumers, supporting a quality Vocational Education and Training (VET) sector and providing whole of government leadership on training and skills issues.
- Policy, Performance and Planning Division takes a strategic approach to driving the business of the portfolio, across, schooling, training and employment, early childhood, education and care and Indigenous education policy. The division engages in policy development and intergovernmental relations, legislation, governance and planning, and monitors and reviews the department's performance framework.
- The Early Childhood and Community Engagement Division is responsible for the strategic management and implementation of early childhood reforms, coordination of early childhood education and care programs, approval and regulation of services, supporting assessment and ratings and the quality improvement for all early childhood development and education services in Queensland. The Division is also responsible for the department's community engagement and communication priorities with a specific focus on working with stakeholder to meet government goals, commitments and targets.
- State Schools Division is responsible for ensuring Queensland state school students are engaged in learning, achieving and successfully transitioning to further education, training and work.



State Schools Division develops the strategic direction for state schools, supported by operational policies and ensuring their implementation in regions and schools.

Schools are the focus of expertise in learning. They perform a vital role in providing opportunities to students to acquire knowledge and understanding, pursue special interests, strive to achieve excellence and develop social and vocational skills. Their core business is providing a learning program for students to achieve system wide and school based learning outcomes. Schools also aim to facilitate and support participation among parents, students, administrators, teachers and others in the school community and between the school and departmental support structures.

For more information about the department, please visit our website at [www.det.qld.gov.au](http://www.det.qld.gov.au)

## **Your opportunity**

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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/Executive Principal or nominated delegate.

## **Your role**

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You will have responsibility for leading the following activities and undertaking the following key tasks:

- 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/Executive 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/Executive 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/Executive 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 duties, consistent with the duties and responsibilities of the position as directed by the Principal/Executive Principal.

## How you will be assessed

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Within the context of the role described above, the ideal applicant will be someone who has the following key capabilities:

### 1. Supports strategic direction

Demonstrated ability to propose and assist in the implementation of creative solutions, particularly in relation to planning promotional launches, special events and displays.

### 2. Achieves results

Demonstrated experience in project managing and conducting events, preferably within a large organisation, and within identified deadlines and budgets.

### 3. Supports productive working relationships

Demonstrated ability to write and prepare submissions, project plans, briefing notes, event guidelines, correspondence and materials for publication for a wide range of events.

### 4. Displays personal drive and integrity

Demonstrated skills in setting realistic goals, establishing work priorities, and meeting deadlines.

### 5. Communicates with influence

Strong interpersonal skills as demonstrated by experience in liaising and negotiating with a variety of staff, clients and representatives from other organisations in a professional and client focussed manner, while contributing effectively as a member of a team.

## Additional information

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- **For temporary positions** - The duration of this position will be dependent on work demands and the availability of ongoing funding. Delete if not applicable

The Department has provided Functional Jobs Requirement Reports, providing general information on the physical and psychological demands of certain positions. This should be considered in conjunction with the specific expectations and environments of individual schools. [Primary Administration Staff](#)

- The *Child Protection Reform Amendment Act 2014* requires the preferred applicant to be subject to a working with children check as part of the employment screening process. The department is legally obliged to warn applicants that it is an offence for a disqualified person to sign a blue card application form. Further details regarding the blue card system is available at: [www.bluecard.qld.gov.au/](http://www.bluecard.qld.gov.au/)
- Confirmation of employment is conditional upon the preferred applicant being issued with a Blue Card from the Public Safety Business Agency (PSBA).
- Travel and overnight absences from base may be required of this position. **Delete if not applicable.**
- A criminal history check will be initiated on the successful applicant.
- A serious discipline history check may be initiated on the successful applicant.
- A non-smoking policy applies in Queensland government buildings, offices and motor vehicles.
- If the successful applicant has been engaged as a lobbyist, a statement of their employment is required.
- You may be required to complete a period of probation in accordance with the *Public Service Act 2008*.

- Staff are required to actively participate in consultation and communication with supervisors and management regarding health, safety and wellbeing issues and comply with all provisions of the relevant workplace health and safety legislation and related health, safety and wellbeing responsibilities and procedures developed by the department.
- You will work for an organisation that values its people and promotes leadership and innovation. We respect professionalism, embrace diversity and encourage a balance between work and life commitments.
- Departmental employees are required to acknowledge they understand their obligations under the Queensland Government *Code of Conduct* and the department's *Standard of Practice* and agree to align their professional conduct to these obligations.
- All roles in the department are responsible for creating, collecting, maintaining, using, disclosing, duplicating and disposing of information, as well as managing and using communication devices (for example email, internet and telephone) and public resources (for example computers and network resources). Staff must undertake these tasks in accordance with the department's information management policies and procedures (for example recordkeeping, privacy, security and email usage).
- You will be actively supported as an individual and will have access to a range of flexible work options, an employee assistance program and learning and development opportunities.
- All role descriptions and recruitment and selection processes are required to be aligned with the Queensland Government Capability and Leadership Framework (CLF). For more information about the CLF, visit [www.psc.qld.gov.au](http://www.psc.qld.gov.au)
- Additional information is available online at: [www.smartjobs.qld.gov.au](http://www.smartjobs.qld.gov.au)