

# Role Description

## Executive Services and Marketing Officer, (Generic)

Job Ad Reference			
Job Evaluation No.	<b>17480</b>	TRIM No.	<b>17/326776</b>
Work Unit	<b>State Schools/State High School or Other Educational Institution</b>		
Location	<b>Various locations throughout the State</b>		
Classification	<b>AO3 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

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 Executive Services and Marketing Officer you will contribute to the effective and efficient management and administration of the school by providing a high level of confidential administrative and secretarial support to the Principal/Executive Principal/Senior Executive Team. Assist in the development of innovative marketing and communication strategies and the coordination of special events for the school.

The Executive Services and 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:

- Provide high level confidential administrative and secretarial support to the Principal/Executive Principal, including word processing, data base and spread sheet applications and produce advanced desktop published documents.
- Assist in the development and implementation of promotional materials, including marketing and communication strategies and initiatives.
- Assist in the development of innovative systems, processes and procedures in association with key stakeholders related to marketing.
- Coordinate special events including Awards night, Anzac Day, Graduation ceremonies, Open Day and enrolment information.
- Manage records and other information resources so that information relevant to the schools and its functions is readily available to clients.
- Maintain and enhance administrative systems and processes to maximise the effectiveness of the school's website services.
- Coordinate the production of all school publications and promotional material along with the school newsletter and maintaining content for the school website to ensure information is accurate and up to date.
- Assist in the production, implementation and review of the school marketing plan and budget in consultation with the Principal/Executive Principal and Business Manager.
- Innovative promotion of the school with good news stories to the media and local community (preapproved by the Principal/Executive Principal or Region).
- Use information management systems including administration, human resources and financial management systems to process information and produce reports.
- Develop and maintain a proactive and consistent online and social media presence to promote the school and to communicate responsively with the wider community.
- Coordinate the dissemination of information to office personnel and provide advice regarding office administrative procedures.
- Develop and coordinate partnerships with key external stakeholders, including Alumni members, local media and local Industry Partners and develop networks to enhance the current position of the school.
- Other duties, consistent with the duties and responsibilities of the position as directed by the Principal, Business Services Manager or nominated delegate.

## 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

Understands the organisations business objectives and has knowledge of relevant legislation, awards, departmental policies, and procedures including administrative processes and practices.

### 2. Achieves results

Ability in the area of events management to oversee and manage multiple tasks, prioritise work demands and meet deadlines.

### 3. Supports productive working relationships

Ability to establish productive working relationships with all levels of staff and the community with a focus on school image and professionalism.

### 4. Displays personal drive and integrity

Capacity to review and redevelop marketing systems and schools services to deliver quality service outcomes that meet the needs of a changing organisational environment.

### 5. Communicates with influence

Demonstrated communication and interpersonal skills, including the ability to liaise, negotiate and consult with internal and external clients.

## 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](#)
- 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)