



## POSITION DESCRIPTION

POSITION:	Communications and Engagement Officer
DEPARTMENT:	Learning and Teaching
CAMPUS:	Cross Campus
REPORTS TO:	Head of Positive Education
DIRECT REPORTS:	Not Applicable
EMPLOYMENT STATUS:	Part time, Ongoing
CLASSIFICATION:	A5
APPROVAL:	March,2025

### WORKING ENVIRONMENT

Geelong Grammar School is one of the world's leading coeducational boarding and day schools offering exceptional education to all its students, from Early Learning to Year 12. Geelong Grammar School seeks to inspire its students and community to thrive and make a positive difference through its unique and transformational education. Geelong Grammar School has four campuses:

**Bostock House** (approximately 100 students). Situated in the Geelong suburb of Newtown, this campus caters for day students from Early Learning to Year 4. After Year 4, students from Bostock House proceed to Corio. The Bostock campus has approximately 17 full time and part time teaching and support staff.

**Toorak** (approximately 320 students) is in Melbourne. It caters for day students from Early Learning to Year 6. After Year 6, most students proceed to Corio. The Toorak campus has approximately 50 full time and part time teaching and support staff.

**Corio** (approximately 920 students) offers day, day boarding, weekly boarding and full boarding in Years 5 to 8 (Middle School) and day and full boarding in Years 10 to 12 (Senior School). About 70% of Corio students are full boarders. Approximately 100 staff (nearly all teaching) reside on the campus, with 30 accommodation units being connected to boarding houses, and the remainder consisting mostly of free-standing residences. The campus is like a small community with its own (large) kitchen/dining facilities, a medical centre (9 beds), chapel and maintenance workshops and comprehensive educational infrastructure. The campus also provides high level sport, recreational, training and performance facilities used by the school community. The Handbury Centre for Wellbeing provides a gymnasium, indoor swimming pool, dance studio and multi-purpose playing courts and the (SPACE) provides "State of the Art" auditoriums, performance theatres, creative education hubs and display spaces that utilise the latest in technology.

**Timbertop** (approximately 245 students) is a boarding campus for all Year 9 students, located near Mt Buller in Victoria's Alps. All teaching staff live on the campus and students spend the entire year at Timbertop taking part in hiking, recreational and community service activities.

## **Institute of Positive Education**

Our School is proud to be a pioneer in the field of Positive Education, an evidence-based, proactive approach to wellbeing centred on the cultivation of competencies, knowledge and skills to flourish. The Institute of Positive Education (IPE) is a globally recognised leader in wellbeing education, dedicated to supporting schools in embedding Positive Education principles into their culture, curriculum, and community. Based at Geelong Grammar School, the Institute provides professional learning, research, and resources to educators, both within the school and externally.

This role operates within a dynamic and collaborative environment, engaging with a broad audience including staff, students, parents, and external clients. The hybrid and flexible nature of the position reflects the Institute's commitment to innovation and accessibility, ensuring effective communication across both digital and in-person platforms. A key influence on this role is the multi-campus nature of Geelong Grammar School, requiring clear and consistent messaging across different locations and online spaces.

At its heart, the work of the Institute is about sharing knowledge generously and creating a platform for educators and professionals to connect, collaborate, and learn from each other. The Communications & Engagement Officer plays a vital role in shaping the Institute's voice, supporting engagement in online communities, and ensuring alignment with the school's broader mission and values.

## **POSITION OBJECTIVE**

The Communications and Engagement Officer plays a key role in enhancing the visibility and impact of the Institute of Positive Education through clear, engaging, and meaningful communication. A crucial function of the role is the successful implementation of strategic marketing, communication and relationship-nurturing initiatives which promote the Institute of Positive Education. This role is responsible for creating and managing content that connects with staff, students, parents, and external clients, ensuring consistent messaging across digital platforms, newsletters, and internal communications. Additionally, the role supports engagement in our online communities, including the Discovering Positive Education course and Community of Practice, fostering meaningful connections and participation. With a focus on both strategic and hands-on content creation, this position supports the Institute's mission to advance Positive Education and wellbeing practices.

## **Key Responsibilities**

The Communications and Engagement Officer is responsible for:

- Developing and managing engaging digital content, including newsletters, EDMs, blog posts, articles, website updates, and internal LMS messaging, to effectively communicate with staff, students, parents, and external clients
- Managing the Institute's social media presence, scheduling content, and fostering interaction across platforms to enhance engagement and brand awareness
- Supporting engagement in online communities, including the Discovering Positive Education course (Mighty Network) and Community of Practice, by facilitating discussions and encouraging participation
- Maintaining website content and managing digital assets to ensure accuracy, consistency, accessibility, and alignment with the Institute's messaging
- Coordinating targeted email campaigns via Mailchimp, maintaining mailing lists, and tracking engagement across digital platforms to inform content strategy
- Ensuring all communication aligns with the Institute's voice, values, and strategic objectives, collaborating with internal teams to support effective messaging
- Track communication metrics related to social media engagement and website traffic to assess the effectiveness of communication strategies
- Provide regular reports to the Head of Positive Education on communication and engagement activities
- Collaborate with other departments to ensure consistency in messaging and alignment with regards to all communication related to the Institute of Positive Education

## **ORGANISATIONAL RELATIONSHIPS:**

### **Internal Liaisons**

- The Institute of Positive Education (IPE)
- GGS Community Engagement team
- GGS IT team
- GGS Heads of campus
- Operational staff – all campus'
- Teaching staff- all campus'
- Students
- GGS Parents

#### **External liaisons**

- IPE clients
- Commercial and professional organisations
- External educational organisations
- Visiting academics and speakers

#### **Key Selection Criteria**

The successful candidate will demonstrate:

- Strong communication skills, with the ability to write, edit, and adapt scientific content for different audiences, including staff, students, parents, and external clients.
- Proven ability to create and manage digital content, ensuring clarity, engagement, and brand consistency across newsletters, social media, and online platforms.
- Experience in digital engagement and online community management, particularly within professional learning networks (e.g., Mighty Network).
- Proficiency in email marketing, including campaign creation, audience segmentation, and engagement tracking (Mailchimp preferred).
- Strong organisational and time management skills, with the ability to manage multiple projects, prioritise tasks, and meet deadlines, including within tight time constraints.
- Demonstrated ability to work both independently and collaboratively, contributing to a positive and high-performing team environment.
- Commitment to the values and mission of the Institute of Positive Education, with a genuine interest in education and wellbeing.
- A genuine desire to provide a great experience for all users and stakeholders

#### **QUALIFICATIONS AND EXPERIENCE:**

##### **Essential:**

- A relevant tertiary qualification in communications, marketing, public relations, digital media, or a related field, OR equivalent industry experience.
- Experience in digital content creation and social media management, including writing for newsletters, social media, and websites, as well as designing visually engaging content (Canva or similar).
- Proficiency in email marketing tools (e.g., Mailchimp) and customer relationship management (CRM) systems, with an understanding of audience segmentation and engagement strategies.
- Basic website management experience, including content updates on platforms such as WordPress (or similar).

- Experience engaging and moderating online communities, particularly within professional learning environments (e.g., Mighty Network or similar).

**Desirable:**

- Experience working in education or wellbeing sectors, ideally within schools or professional learning organisations.
- Knowledge of Positive Education or an interest in wellbeing and Positive Psychology principles.
- Ability to interpret engagement data and analytics to refine content strategies across social media, email marketing, and online communities.
- An interest in technological progression and bringing innovation to the customer experience.

**COMMITMENT TO POSITIVE, ADVENTURE AND CREATIVE EDUCATION:**

Geelong Grammar School is committed to experiential learning with and through nature and Creative and Positive Education. All staff are required to attend our Discovering Positive Education training course within their first two years of employment at the school. Staff also can participate in ongoing Positive Education training throughout the year.

**OUR COMMITMENT TO STUDENT SAFEGUARDING**

Geelong Grammar School is committed to the safety of all students and has a zero tolerance of student abuse.

The School's Student Safeguarding Framework, which includes the Student Safeguarding Strategy, Student Safeguarding Policy and Student Safeguarding Code of Conduct, is available on the [GGG website](#), under 'Student Safeguarding'. The School's expectation is that all staff members (and School Community members) comply with the Student Safeguarding Framework policies and procedures and the [Child Safe Standards](#), as applicable to their role. Any queries in respect of this Framework or the School's expectations should be directed to [safeguarding@ggs.vic.edu.au](mailto:safeguarding@ggs.vic.edu.au).

**WORKING WITH CHILDREN CHECK & NATIONAL POLICE CHECK**

All employees of Geelong Grammar School must hold a Victorian Working with Children Check (Employment) prior to appointment, and National Police Check completed within three (3) months prior to appointment.

**OTHER REQUIREMENTS AND OUT OF HOURS EXPECTATIONS**

Not applicable.