



## Marketing and Communications Officer

Emmaus College is a proudly co-educational Catholic K to 12 College. The Senior School (Years 7 to 12) was established in 1980 through the amalgamation of St Thomas More College, a Christian Brothers' school for boys (1969 – 1979) and Chavoin College, a Marist Sisters' school for girls (1966 – 1979). The next stage of the amalgamation was with Holy Saviour Primary School, Vermont South and St Timothy's Primary School, Vermont. From 2025, the College operates over four campuses in Vermont South, Vermont and Burwood, the latter hosting a designated Year 9 program Y9@E. All staff at Emmaus may be required to work at any of the four campuses.

**Our School Motto:** To Know Christ

**College Vision:** To foster a community that nurtures the full flourishing of each learner, inspiring excellence as they come 'To Know Christ' on their own road to Emmaus

**College Mission:** Emmaus College, as a Christ-centred Community, has fundamentally at the heart of its spirituality, the person of Jesus Christ. The story of the Walk to Emmaus in the Gospel of Luke and from which the College is named, nourishes our spirituality. Students are encouraged to live by the key core values of faith, community, respect, excellence, integrity and service and to empower them to achieve their best academically. Emmaus aims to ensure that learners acquire and utilise the knowledge and skills to be future-ready. Our mission as a Christ-centred community provides a caring and supportive environment that enables students to develop their full potential in all areas of life.

Pastoral care is a key focus of the College and promotes and enhances student wellbeing of a personal, social, physical, emotional, cognitive and spiritual nature.

### EXPECTATIONS OF STAFF IN A CHILD-SAFE SCHOOL

Emmaus College is committed to the creation and maintenance of a child-safe school environment. The care, safety and welfare of students are embedded in policies and procedures which ensure a commitment to zero tolerance of child abuse. All actions and programs will maintain high ethical standards and work in accordance with child safety standards and child protection reporting guidelines. All employees have a shared legal responsibility to contribute to a safe working environment for staff and students in their area. Emmaus College is an equal opportunity employer.

### Business Team

The Business Team at the College is committed to the provision of quality professional services for staff, students and families, which adds value to the school's operations and programs. The Marketing and Communications Officer is a member of the College Business Team reporting directly through the Director of Business Operations to the Principal.

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The Marketing and Communications Officer is committed to the College's Vision, Mission and Values. This position is a hands-on marketing, communications and publications role and is responsible for the development and delivery of College communications, publications and marketing activities that promote the College to our current school community and target audiences. Communications include printed material and publications, web and social media, digital newsletters and electronic direct marketing. The role has operational responsibility for ensuring that the College website and social media sites are maintained and up-to-date. The position is a key liaison point for staff and the many community groups with strategic links to the College.

### The Position

*The Marketing and Communications Officer is responsible for ensuring that the College Style Guide is adhered to and revised as required by*

- ensuring communication of the College Style Guide to the College community
- reviewing the College Style Guide as required and updating accordingly

*The Marketing and Communications Officer assists with events management by*

- assisting with the organisation and promotion of College events, such as school tours, open days, school assemblies, school Masses, presentation nights, etc.
- work closely with the College Registrar to ensure there is consistent and high-quality promotions and marketing, especially relating to driving new enrolments at the College
- assisting with the organisation of other events as required
- taking photos, or booking a photographer in advance

*The Marketing and Communications Officer designs, prepares and distributes official College Marketing and Communications including*

- the College Annual and College Calendar
- College newsletters
- College Christmas cards
- brochures and publications required by the Leadership Team
- placing advertisements for College Promotion activities on various platforms and publications
- organising the framing of College photographs for the Hall of Fame in the Galilee Centre, Student Services and Reception as soon as the photos are available
- arranging for College signage and wall wraps, such as the Year 12 photo in the Senior Learning Centre
- preparing certificates using mail merge for Sport, Academic and other College awards
- preparing and designing other booklets, invitations, and College stationery
- manage responses in a timely manner to comments and feedback received via the College website and social media.
- create quality video content
- use the College platform, Emmlink, to communicate with current families, specifically to post the newsletter and to promote marketing activities and events
- deliver key marketing campaigns and develop and deliver annual advertising plans.
- Assist in research and background information for relevant groups and target audiences to inform the College marketing activities.
- Provide assistance with special projects as required.
- other marketing and communications as required from time to time

*The Marketing and Communications Officer has primary responsibility for the presentation and layout of the College website and other online presence, such as social media sites by*

- liaising with the Principal's Executive Assistant and other stakeholders to ensure consistent presentation and functionality of the College website
- liaising with the website provider and working with the IT Team to ensure correct functionality and efficiency, such as online forms, data analytics, etc.
- ensuring all communications, publications and marketing for the school are consistent and of an excellent standard.

### **Skills and Qualities Required**

*This position requires:*

- strong writing, editing, proof-reading and literacy skills
- excellent organisational skills
- relevant qualification(s)
- a Working with Children Check
- a Criminal Records Check
- excellent communication skills
- proven ability to work independently and as a team member
- advanced IT skills with experience in using Office 365, InDesign and Photoshop

### **Salary and Conditions**

- The College performs thorough assessments of potential and existing employees. The screening process includes but is not limited to Criminal Records Checks and Working with Children Checks.
- This is a full-time ongoing position. Working hours are 8.00am to 4.00pm (with a 30-minute unpaid lunch break). Occasional additional hours may be required to support the program. This is an Education Support Cat C Officer role under the CEMEA 2022 with the level dependent on skills and experience. The role includes 7 weeks school holiday leave per year.

### **Professional Review**

This position description is a guide only and is not intended to be an exhaustive or exclusive list of the duties attached to this position. It is subject to review and modification by the Principal, in response to the changing needs of the College, and the development of skills and knowledge.