



Communications Officer Position Description

POSITION:	Communications Officer
RESPONSIBLE TO:	Principal / CEO
REPORTS TO:	Director of Marketing and Communications

About Sheldon College

Committed to its basic philosophy of **Love, Laughter and Learning**, Sheldon College caters for children from 15 months of age through to Year 12. The College campus is located on 56 acres in a semi-rural setting on Taylor Road in Sheldon. The College was established in 1997 and is committed to providing a quality education for all students in a safe, secure learning environment which is characterised by high standards for both staff and students in the areas of dress and appearance, behaviour and individual scholarship and work habits.

About the Role

Sheldon College is a highly regarded educational institution which aspires in every respect to be an exemplary institution – a College renowned for its excellence in academic, sporting and cultural pursuits. The position of Communications Officer will be an integral position within the College and is responsible for communication content which promotes the College.

The position will support the College's marketing and communication activities to ensure the operation and delivery of an exceptional range of services in a manner which reinforces the College as one of the leading institutions of its kind in Australia.

Duties and Responsibilities

The duties performed by the Communications Officer include the following:

- Advanced-level copy writing for both digital and traditional channels including websites, e-books, blogs, CRM campaigns, brochures, award submissions, features, editorial and for content marketing pieces.
- Producing and editing copy for digital and print channels including news, web copy, marketing materials, video scripts and annual brochures.
- Development of copy and content for online channels including email and web for recruitment, fundraising, electronic direct mail campaigns and articles for syndication.
- Working with stakeholders to understand core messages and target audiences, visual and copy idea generation and the modification and edits to meet clients' needs through to production.
- Publishing of social media campaigns and news and writing for social networking sites in-line with the College's brand standards and policies and review policies in-line with industry best practices.
- Assisting with the documentation of events and assist with media opportunities at the College and off-site when required.
- Strong news judgment and attention to detail, combined with a strong sense of urgency and thorough grasp of viral and social content distribution.
- Pitching stories to media and managing media contact database.
- Highly experienced in journalistic-style writing and writing for websites and other digital channels.
- Interpretation of highly conceptual briefs for complex projects and products to ensure copy meets clients' requirements.
- Very experienced in publishing to all current digital channels and well versed in managing online reputations management on review and rating sites and forums.



- Monitoring of relevant news and social media discussions about the College and identify opportunities to engage, gain insights and responding appropriately where required.
- Researching, interviewing and profiling key stakeholders and preparing video scripts.
- Identifying suitable angles to best position the College to achieve profiling objectives.
- Ensuring copy and other content produced is accurate including copy style, spelling and grammar and adherence to branding guidelines.
- Assisting with the measurement and reporting of student recruitment indicators, media activity, social media metrics, search engine marketing and other appropriate channels to meet content objectives.

Selection Criteria

1. Demonstrated experience with at least two of the following: Journalism, website content management, social media content production and management and scripts for video content production and editing.
2. Demonstrated time management and organisational skills to meet publication deadlines.
3. Proven experience with generating communications content for an organisation or business.
4. Ability to produce, edit and publish any or all of the following: Email newsletters, printed newsletters, media releases, video and audio podcasts.
5. Advanced knowledge of digital and social media tools. Proven experience with applying this knowledge use those tools to communicate on behalf of a business or organisation.
6. Experience in executing integrated strategic communications that have delivered strong results.
7. Strong experience in deploying video and design into traditional media, social media, digital marketing and word of mouth in an integrated manner to achieve business results.
8. Accurate and creative writing and editing skills.
9. Effective project and time management skills.
10. A self-motivated and proactive approach.
11. Strong interpersonal and oral communication skills including the ability to communicate, influence, negotiate and consult with a range of staff, clients, corporate representatives and members of the general public.
12. Demonstrated ability to work within a high pressure multi-faceted team environment.

Qualifications

- Minimum Bachelor's Degree in Journalism/Communications and/or equivalent industry experience.
- Basic experience in using multimedia design software or video editing software for content production would also be highly regarded.
- Experience in the education sector is preferred.

Conditions of Employment

- **Hours:**
Will be required to periodically work hours outside of normal College operations.
- **Remuneration:**
An attractive remuneration package will be negotiated with the successful applicant in consideration of their relevant industry qualifications, experience and expertise.
- **Leave:**
All sick leave, annual leave and long service leave conditions will be in accordance with the Sheldon College Corporate Staff Enterprise Bargaining Agreement.
- **Corporate Uniform:**
All employees are required to wear Corporate Uniform which is available from the College Uniform Shop at each employee's own expense.
- **Working with Children:**
The position is subject to the issue of a positive notice from the Commission for Children and Young People and Child Guardian (Blue Card).