



Development Office Opportunities

Parade College is a member of the national body of Catholic schools known as Edmund Rice Education Australia (EREA). The College aims to help young men grow into well-rounded individuals who will make a meaningful contribution to society. In a vibrant learning community, students are encouraged to explore and develop their talents to the fullest and aim for excellence in all their endeavours.

As a long-standing Catholic school for boys in the Edmund Rice tradition, Parade College strives to be a learning community that offers best practice education and pastoral care to its students to foster fullness of life and holistic growth for all.

The College completed the recruitment and selection process for the Development Manager and Enrolment Officer earlier in the year.

Applications are now invited for the following exciting opportunities within the newly formed Development Office at the College:

- **Marketing Officer**
- **Development Office Assistant**

The Development Office will support the mission, vision and values of the College community, by promotion of the College's aspirations and achievements through: marketing and communications; enrolments; development and fundraising; the community database; and engagement across community stakeholders and groups.

Through the Development Manager, the Development Office will be responsible for the promotion of the College in a high-quality and positive manner through:

- Production of advertising, print, collateral and merchandise;
- Maintenance of College brand;
- Management of our digital and social media presence; and
- Management of major events.

The Development Office also has a vital role in the operation of the College with overall responsibility for:

- the enrolment procedures and achieving the enrolment targets set by the College Executive;
- the development and implementation of student recruitment and retention strategies that maximise and maintain enrolments in all areas of the College; and
- promotion of the College to the wider community and assisting families in helping them decide that Parade College is their school of choice.

The ideal candidates are suitably qualified and/or experienced, customer focused professionals with sound experience in a similar role, known for their friendly and polite demeanour, attention to detail, execution and energy. The successful candidates will be innovative, highly organised and can effectively manage multiple priorities in a dynamic, fast paced environment. Impeccable communication skills assure the successful candidates will have confidence when dealing with internal and external stakeholders.

All Staff are expected to support and participate in the faith life of the College, including commitment to the College's Mission, ethos, and participate in ongoing professional development and learning.

Application Requirements

In preparing an application, please read the advertisement and position description carefully to ensure that you can demonstrate your ability to meet the position requirements and have a solid understanding of the role.

Applications must include:

- a **covering letter**
- a separate statement addressing the **Key Selection Criteria** addressing your skills, qualifications and experience relevant to the role
- a current **Curriculum Vitae**; together with
- a completed **Application for School Officer** form available on the College website.

Applications should be emailed to hr@parade.vic.edu.au, and addressed to the Principal.

Applications close at 4pm, Friday 5 November 2021.

Parade College acknowledges Aboriginal and Torres Strait Islander peoples as the traditional custodians of the lands where we live, learn and work.

This community is committed to the safety, wellbeing and protection of all children in our care.



PARADE COLLEGE

POSITION DESCRIPTION

Position Title	Marketing Officer
Reports To	Development Manager

PRIMARY PURPOSE OF POSITION

The Marketing Officer supports the Development Manager through the promotion of the College's aspirations and achievements.

The Marketing Officer will work closely with the Development Manager to ensure the College's name and reputation within the community are of the highest-quality and positive in manner through the:

- Production of advertising, print, collateral and merchandise;
- Maintenance of the College brand; and
- Administration of our digital and social media presence.

Working as a member of the Development Office team, the Marketing Officer creates, develops, coordinates, and implements the College's marketing and advertising, and supports the public relations programs and events in order to enhance the College's community presence and reputation.

STATEMENT OF DUTIES

Marketing	<p>Working with the Development Manager, the Marketing Officer is responsible for:</p> <ul style="list-style-type: none"> • The design and development of promotional material including the College Prospectus, website, publicity and information brochures, stationery, publicity boards, posters and all external and internal advertising material. • Assist in the development of marketing strategies and initiatives, and develop innovative marketing systems, processes and procedures. • Write editorials / articles for submission to local newspapers, Melbourne Archdiocese Catholic Schools, Catholic Schools Guide and other identified forms of media. • The production and review of the school marketing budget in consultation with the Business Manager. • Liaise with design companies, publishers and external agencies to promote the College as a leading Catholic boys' school in the Edmund Rice tradition. • Conduct or source market research to evaluate community perceptions of the College and the effectiveness of different forms of College advertising and promotion. • Be involved in and support the promotion and staging of major College events and ensure the College is effectively represented at all times. • Oversee the collection of professional photographic records of College life for promotional material. • Liaise with the College Archivist in relation to the use of archival material for display, publications and promotional materials.
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	<ul style="list-style-type: none"> • 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.
Communication	<ul style="list-style-type: none"> • Ensure the production of high quality publications and communication materials which are accurate, professional, produced within specified timelines and in accordance with College branding. These communications include printed and electronic College publications such as: invitations; event programs; marketing materials; College handbooks and graphics for the Student Planner. • Ensure clear and systematic storage of all digital images to enable efficient access to materials as required. • Review and manage web based College information to ensure content is relevant, up-to-date and accurate. • Continue the process to build and develop the College’s website in line with the marketing, communication and development plans, policies and profiles. • Review the College website regularly to ensure information, links, photographs, news and events etc. are relevant, up-to-date and accurate. • Develop and maintain a proactive and consistent online and social media presence to promote the school and to communicate responsively with the wider community. • Monitor social media updates in conjunction with stakeholders and monitor comments and feedback received. • Coordinate and prepare the College Newsletter before publication to ensure accuracy of information and presentation in line with College branding and expectations. • Develop and implement a ‘Style Guide’ for the College and ensure consistency and integrity of the College’s branding. • Develop and maintain relationships with printers by seeking quotes and ensuring quality control of all printed materials.
Administration	<ul style="list-style-type: none"> • Applying the College’s Privacy Policy and Australian Privacy Principles in ensuring measures are employed to maintain the strictest level of confidentiality. • Assisting in the coordination of and representation at special promotional events such as Open Days, VIP visits, significant ceremonies, family welcomes and orientation events as required, including after hours events. • Assisting with parent engagement events including welcome evenings, information sessions and other celebrations as required. • Other duties as directed by the Principal and/or the Development Manager.

POSITION REQUIREMENTS	
Qualities required	<ul style="list-style-type: none"> • A friendly, positive, polite and helpful work manner. • Proven ability to deliver exceptional customer service and build strong relationships. • Personal sense of initiative, enthusiasm and high energy. • Sound communication and interpersonal skills to build relationships with key stakeholders. • Excellent organisational skills, planning, and investigative capabilities. • The highest level of loyalty and discretion, and the capacity to maintain the strictest levels of confidentiality. • Committed to ongoing professional development.
Child Safety	<ul style="list-style-type: none"> • Be a suitable person to engage in child-connected work • Be experienced in working with children • A demonstrated understanding of child safety

	<ul style="list-style-type: none"> • A demonstrated understanding of appropriate behaviours when engaging with children • A sound knowledge of legal obligations relating to child safety under Ministerial Order No. 870 Child Safe Standards, • Working familiarity with Child Safe requirements and expectations of CEM PROTECT, EREA and VRQA • A demonstrated understanding of and commitment to Child Safety protocols, codes of conduct and to ensuring Parade College is a Child Safe School
Selection Criteria	<p>The qualifications, experience, and skills required for the position ideally include:</p> <ol style="list-style-type: none"> 1. Support and participation in the faith life of Parade College including commitment to the Mission Statement, ethos of the College, Charter of Edmund Rice Education Australia and personal faith formation. 2. Tertiary or post-secondary qualification in graphic design, marketing or communication or equivalent experience. 3. Excellent skills in the use of Microsoft Office, and extensive experience with working with the Adobe Suite, in particular InDesign and Photoshop. 4. Technical experience in the maintenance and update of website content and social media. 5. Excellent proof reading and editing skills, with a strong attention to detail. 6. Proven ability to deliver exceptional customer service and build strong relationships. 7. Well-developed interpersonal skills including organisation and communication, with a proven ability to work effectively, independently and collaboratively, in a team. 8. Commitment to ongoing professional learning.

TERMS AND CONDITIONS	
	<ul style="list-style-type: none"> • Terms and conditions for this position are as outlined in the <i>Victorian Catholic Education Multi Enterprise Agreement 2018</i> for Education Support Officers. Salary is set out in the Agreement according to qualification, skills, and experience. • The Marketing Officer position is a full-time ongoing position. • The position attracts seven weeks' school holidays. • The position reports to the Development Manager and will need to be available to the Development Manager during specified periods leading up to the commencement of school and after school finishes/school holiday periods. • This position will require the Marketing Officer, from time-to-time to work outside the regular School hours to attend meetings, events, interviews and functions. Attendance at Open Day is compulsory. Availability and a high degree of flexibility to respond to peak work periods is essential. • College staff are expected to support the faith life of Parade College, including commitment to the Mission Statement, ethos of the College, Charter of Edmund Rice Education Australia and personal faith formation. • The successful applicant would require a commitment to ongoing professional learning. The position requires the completion of an Annual Review Meeting. • All employees at Parade College are to follow College policies and procedures, including the Occupational Health and Safety Act 2004 and Equal Opportunity Act. • Parade College is fully committed to the protection of children. The successful applicant will be expected to satisfy child protection screening and adhere to the School's Childs Protection Policies.