



CASTLEMAINE STEINER SCHOOL & KINDERGARTEN

Position Description – Marketing and Administrative Support Officer (10 hours p/w) Part Time Contract

POSITION DETAILS	Position Title	Marketing and Administrative Support Officer
	Area	Administration
	Position Reports to	Principal
	Key Role Relationships	Principal, Admin Staff, Teaching Staff, Students, Parents
	Salary and Conditions	Educational Services (Schools) General Staff Award 2010 Level 6. This is a part time position at 10 hours per week, and may be worked over 2-4 school days.

ROLE CONTEXT	<p>Castlemaine Steiner School & Kindergarten is a well-established school on Djarra Country 5km from the township of Castlemaine. The school operates from uniquely designed rammed earth buildings and is set on 18 acres of grounds and gardens that create an educationally stimulating and environmentally sustainable site.</p> <p>The Marketing and Administrative Support Officer plays a key role in engaging with our families, alumni and the broader community through online and other media plus provides administrative support in the school administration office.</p>
ROLE PURPOSE	<p>The key purpose of the role is to implement the school’s marketing and communications strategies through engaging with staff, students and parents at the school to curate content and stories relating to school activities and experiences to share via the school’s website, social media, newsletters, advertisements, news media and other internal and external communications media.</p> <p>This involves managing the school’s social media engagement including liaising with staff, students and parents to create content and monitor online interactions, compile and edit the parent newsletter (The Penny), and other tasks in line with marketing and communications.</p> <p>An additional purpose of the role is to provide administrative support in the office, particularly in relation to school reception tasks.</p>
KEY ACCOUNTABILITY	<p>Key areas of accountability include:</p> <ul style="list-style-type: none"> • Implement the School’s marketing and communications strategies • Create and post effective social media content and track comments and feedback received • Coordinate the timely publication of The Penny newsletter • Review and manage website-based School information to ensure content is

	<p>relevant, up-to-date and accurate</p> <ul style="list-style-type: none"> • Develop and maintain marketing and promotional materials • Collaborate with other staff to collate and format content for published materials, and to promote open days, festivals and other events • Provide administration support in the office when required
SELECTION CRITERIA	<p>Key Selection Criteria</p> <ul style="list-style-type: none"> • Relevant marketing/communications or equivalent experience • High level of creativity to maximise audience engagement • Working knowledge of Facebook (including Ads Manager, creating audiences, Facebook pixel and creating Facebook advertising campaigns) • Familiarity with Instagram, YouTube, LinkedIn • Experience in creating and managing content for social media including photography, graphic design, writing and copy-editing of visual and journalistic editorials/articles/posts for a range of digital and print media • Excellent verbal, written and interpersonal communication skills • Excellent organisational and task prioritisation skills • Competency with using IT applications including Office and Creative Development software. • Experience in working collaboratively within a team setting as well as the ability to work independently. • Excellent attention to detail and commitment to high quality outcomes. • Relevant office/reception experience • A clear understanding of confidentiality in dealing with individuals or whole school matters. • First Aid qualifications (Level 2), or a willingness to undertake training • An affinity with the values of Steiner education and the School, and a commitment to ethical work practices and sustainability • Sound knowledge of legal obligations relating to child safety under Ministerial Order No. 870 Child Safe Standards <p>A current Working with Children Check is a mandatory requirement of this position.</p>

How to Apply

Applications must include a Cover Letter, Curriculum Vitae - containing minimum two professional referees and a separate document addressing the Selection Criteria.

Applications should be marked 'Private and Confidential' and forwarded to: recruitment@cस्क.vic.edu.au by the close date of **Friday 15th March at 4 pm.**