

Administration Officer - Communications and Marketing

STATEMENT OF DUTIES

FEBRUARY 2025

Number	979503
Portfolio	Schools and Early Years
Branch	Specified Learning Services
Section/Unit/School	Elizabeth College
Supervisor	Administration Manager
Award/Agreement	Tasmanian State Service Award
Classification	General Stream Band 3
Employment Conditions	Permanent, or fixed-term, Full-time 73.5 hours per fortnight, 52 weeks per year including 4 weeks annual leave.
Location	South

Context

Elizabeth College has a long history of being Hobart's inner-city Year 11 and 12 College provider. We provide high quality education for our students in an environment where they feel safe, can pursue their passion, succeed academically and feel supported to have bright lives and positive futures.

Primary Purpose

Within this context the Administration Officer will work with the Assistant Principal who oversees Marketing, Publications and Communications Team, to promote the College's values, programs and achievements to various stakeholders, including prospective students, parents, staff and the wider community. This work is delivered through various communication mediums, including visual, print, electronic and verbal media.

Level of Responsibility/Direction and Supervision

Working under the general direction and supervision of the Administration Manager, the incumbent will exercise initiative and discretion to maintain the currency and accuracy of the marketing and information being delivered.

It is the responsibility of the occupant to actively participate, promote and model behaviours which are consistent with the Department's commitment to the safety and wellbeing of children and young people. This includes the prevention, identification and reporting of child abuse and behaviours which are not consistent with the Department's values.

The occupant is responsible for complying with all Agency policies and procedures, including those relating to fraud and corruption control, record management, confidentiality, conduct and behaviour, mandatory reporting, education, training and assessment.

The Department has a range of delegations across the operational portfolio's which include Finance, People Services and Support (HR) and Facilities. The occupant is responsible for ascertaining the delegations that are assigned to these duties and is expected to exercise any applicable delegations prudently and in accordance with a range of Acts, Regulations, Awards, administrative authorities and functional arrangements.

Primary Duties

1. Support the application of the College's communication policy through ensuring the effective use of the Departments and College's style guide in all marketing and communication material.
2. Write, proof-read and edit documents and photos for the College's publications, ensuring their timely and quality delivery.
3. Utilise software such as InDesign, Canva, WordPress, Microsoft Suite (including Teams), EdSmart and the Meta Business Suite to prepare informing marketing and promotional content for radio, print and digital platforms.
4. Undertake other assigned activities which support the Manager in achieving the College's communication objectives.
5. Liaise with a broad range of stakeholders including senior leaders, to design, format and edit electronic materials and templates for use by broader staff.
6. Track online data around usage of the College's online platforms and prepare reports to inform the Principal.

7. The incumbent can expect to be allocated duties, not specifically mentioned in this document, that are within the capacity, qualifications and experience normally expected from persons occupying positions at this classification level.
8. In accordance with the *Work Health and Safety Act 2012* the incumbent will actively participate in and contribute to the maintenance of safe working conditions and practices, including the development and implementation of improvement initiatives, safeguarding practices and all mandatory training requirements.

Selection Criteria

The following specific selection criteria must be addressed by candidates. The nominated position objective and duties contained in this statement of duties must also be used to assist in the interpretation of these selection criteria.

1. Demonstrated information technology skills in the use of the Microsoft suite of products and other design software, together with experience in overseeing the use of social media platforms and other communication channels.
2. Proven personal skills of initiative, self-motivation, planning and organisation, as well as the capacity to work effectively under pressure, set and meet appropriate deadlines.
3. Demonstrated writing skills with a high attention to detail together with the capacity to format and proofread documents for both digital and hard copy marketing media.
4. Well-developed interpersonal skills, with a demonstrated ability to collaborate and utilise creativity and initiative to resolve issues with stakeholders.
5. A demonstrated capacity to commit to the Department's values, with the ability to apply them through individual behaviours and actions.

Requirements

Registration/licences that are essential requirements of this role must remain current and valid at all times whilst employed and the status of these may be checked at any time during employment. It is the employee's responsibility to advise the Department if there is any change to the status of a registration/licence. This includes notifying the Department of any new criminal charges or convictions and/or if a registration/licence is revoked, cancelled or has conditions applied.

Essential

- Current Tasmanian Registration to Work with Vulnerable People (Registration Status – Employment)

Desirable

- Experience in the education sector

Working within the Department for Education, Children and Young People



Connection



Courage



Growth



Respect



Responsibility

Our values of **Connection, Courage, Growth, Respect, Responsibility** represent the foundation of our Department's culture and guide us in all that we do to ensure **Bright lives. Positive futures** for every child and young person in Tasmania.

We bring our values to life through our everyday behaviours and actions. We want to attract, recruit and retain people who uphold these values and are committed to building a strong values-based culture.

Our Department is committed to building inclusive workplaces and a workforce that reflects the diversity of the community we serve. We do this through a culture that ensures everyone is respected, and has equal access to opportunities and resources. We recognise and respect individual differences as well as people's career path, life experiences and education, and we value how these differences can have a positive influence on problem solving, team dynamics and decision making within our organisation.

We are committed to providing a safe workplace for all employees and have zero tolerance to all forms of violence, including child abuse and harm. The Department is a smoke-free work environment, and smoking is prohibited in all State Government workplaces, including vehicles and vessels.

Employment within the Department is governed by the *State Service Act 2000*. All employees are responsible for ensuring that the standards of behaviour and conduct specified in the State Service Principles and Code of Conduct are adhered to. All employees are expected to act ethically and with integrity in the undertaking of their duties. Employees who breach the code of conduct may have sanctions imposed.

The State Service Principles and Code of Conduct are contained in the *State Service Act 2000* and can be found on the State Service Management Office website at <http://www.dpac.tas.gov.au/divisions/ssmo> together with Employment Direction No. 2 *State Service Principles*. All employees must read these and ensure they understand their responsibilities.

All employees are expected to utilise information management systems in a responsible manner in line with the DECYP Condition of Use policy statement located at [Department for Education, Children And Young People: Information technology policies](#)

Commitment to Children and Young People

This is a Department built entirely for children, young people and their communities. Our ultimate goal is to work together to ensure that every child and young person in Tasmania

is known, safe, well and learning. The child is at the centre of everything we do, and the way we do it.

The Department is committed to providing a culturally safe environment which upholds the safety and wellbeing of all children and young people in Tasmania. The Department's Safeguarding Framework, *Safe. Secure. Supported.* underpins this commitment.

All employees must demonstrate and model behaviours which value and respect children and young people, show a commitment to child safety and wellbeing, and display an understanding of the developmental needs of children and culturally safe practices relevant to their position.

APPROVED BY PSS DELEGATE: 520040, Manager – Recruitment Operations – DATE
Request: Date Duties and Selection Criteria Last Reviewed: insert month/year and initial e.g. 05/17
PMG
