

Position Information Document

Coordinator of Publications

Christian Brothers College, Adelaide

(An accredited Edmund Rice Education Australia school)

Position Information

Name:			
Title:	Coordinator of Publications		
Employment Type:	☒ Permanent ☐ Temporary ☐ Replacement	ESO Grade:	5 or 6
Stream:	Administration	FTE	1.0
Hours/Days of Work:	To be negotiated	Weeks Per Year:	48

Key Working Relationships

• Manager of Marketing (Reports to) • Principal • Executive Team • Leadership Team	• Teaching and Non-teaching Staff • Parents / Families / Community / Students • Visitors / external stakeholders
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Introduction

Christian Brothers College is a Catholic School in the Edmund Rice Tradition and one of Adelaide's oldest and most respected Reception -Year 12 Colleges. Established in 1878, CBC has a proud tradition of providing a uniquely contemporary education for boys. Our College shapes men of the future who lead caring, authentic and accomplished lives; who are advocates for respect and compassion and who share a sense of belonging that lasts for life.

The College aspires to be faithful to the four EREA Touchstones of Liberating Education, Inclusive Community, Gospel Spirituality, and Justice and Solidarity as described in The Charter for Catholic Schools in the Edmund Rice Tradition.

The four Touchstones are reflected in the Vision and Mission statements of the Christian Brothers College Strategic Plan. This Plan also connects the Touchstones with the four core strategic values of Christian Brothers College – Faith, Excellence, Community and Compassion – values which informs continuous improvement in education, decision making and strategic direction.

These values are at the heart of the College's Vision, Mission, and Strategic Plans.

Please visit our College website for more information www.cbc.sa.edu.au.

Broad Purpose

The Coordinator of Publications will promote CBC, CESA, and EREA mission, vision, values, and touchstones in all aspects of the role. This role is responsible for providing accurate and timely service for the production of College publications, managing the school website, and maintaining positive working relationships with staff, the wider community, students, and their families. They will ensure high-quality and consistent production of all College publications, aligning with the College's marketing strategy as overseen by the Manager of Marketing.

Duty Statement

Key Responsibilities

Duties include, but are not limited to:

- Provide an accurate and timely service for the production of College publications.
- Manage and update the College website at www.cbc.sa.edu.au.
- Organise and prepare up-to-date media releases, photographs, noticeboards, and other media activities to engage the community in line with the marketing plan and in consultation with the Manager of Marketing.
- Coordinate and update the school prospectus and promotional brochures.
- Manage the production of the school's weekly newsletters.
- Prepare College Publications to a consistently high standard, including Weekly Newsletters, Annual Magazine, Prospectus, Curriculum Handbooks, Mass Handbooks, and other promotional and educational materials as required.
- Provide assistance, when time permits, to staff with print projects, including offering options, providing advice, negotiating with contractors, and overseeing pre-press and print stages to completion.
- Support marketing in the preparation of public relations and school promotion activities.
- Ensure the key messages/themes of the College are communicated effectively in internal and external communications.
- Contribute to the development and implementation of the strategic marketing plan and communications plan for the College, under the overarching strategy set by the Manager of Marketing.
- Ensure compliance with College branding guidelines across all internal and external mediums.
- Communicate effectively with team members through regular reporting and contribution to overall business development.

Person Specifications

Skills

- Support and active commitment to the ethos of the College as a Catholic School in the Edmund Rice Tradition.
- Exceptional organisational and planning skills.
- Excellent written, verbal, and interpersonal communication skills with the ability to engage with people from varying backgrounds.
- Strong attention to detail and accuracy.
- Ability to interact with students in a positive, sensitive, and respectful manner.
- Demonstrated ability to relate effectively to a diverse range of staff and students.
- Demonstrated ability to work independently and as part of a team to meet strict deadlines.
- Computer literacy and experience in Social Media Platforms, Adobe Creative Suite (InDesign, Illustrator, Photoshop, Premiere), Website CMS (WordPress), and Microsoft Office.
- Ability to analyse data and research new initiatives.
- Ability to take initiative and prioritize work according to day-to-day requirements.
- Display initiative; maintain confidentiality, professionalism, and skill in carrying out tasks.
- Ability to effectively function as part of a small team, be self-directed, and work autonomously.
- Experience in customer service.

Knowledge and Experience

- Have technical knowledge and experience in the following areas:
- Graphic design and publishing skills using Adobe Creative Suite and the ability to create digital content to a high standard.
- Website management using WordPress CMS.
- Experience with the Webtemplate CMS and some general experience working with online content creation platforms (desirable).
- An ability to communicate clearly and generate written copy for press releases, adverts, and promotional collateral.
- Experience in digital media content creation (video and photographic).

Specific Requirements

- Certificate 4 or equivalent in marketing, communications, or promotions will be well regarded.
- Some out-of-hours work including weekends will be required.
- A flexible approach to start and finish times is required to facilitate and assist with various marketing, communication, and promotional activities.
- Act in accordance with the EREA and CESA Code of Conduct and the Charter for Staff in Catholic Schools in South Australia.
- Hold a current acceptable Working with Children Check (WWCC) clearance & screening to work in Catholic Education South Australia.
- Hold current certification in Responding to Risks of Harm, Abuse and Neglect in Education and Care Settings.
- First Aid Qualification as directed by the school.
- Edmund Rice Education Australia and CBC is committed to ensuring the safety, wellbeing and dignity of all children and young people. All staff must have and maintain a commitment to child safety.
- All applicants will be subject to EREA and legislative screening procedure. These checks are consistent with EREA's commitment to child protection policies and procedures.

College Values

You will practice CBC values and the EREA Touchstones, when you;

Faith / Gospel Spirituality

- Promote, lead and nurture the growth of the Catholic culture within the College;
- Embrace and sustain the ethos and traditions of the Edmund Rice charism;
- Articulate the values, vision and mission of the school and EREA;
- Encourage and participate in the liturgical, sacramental and prayer life of the College;

Excellence / Liberating Education

- Model best practice and encourage innovation and creativity;
- Use consistent, just and ethical policies and procedures;
- Respond to compliance matters in relation to Catholic Education Office, EREA, National and State compliances such as WHS;
- Promote a safe and rigorous learning environment;

Community / Inclusive Community

- Collaboratively plan, implement and review personal learning opportunities that are reflective of the College Mission, Vision, Values, and the Touchstones and Charter of the EREA;
- Celebrate and lead unique traditions of the College and innovatively contribute to its future vision and growth;
- Promote and affirm inter-campus staff community relationships;
- Value our gathering times, sharing and celebrating our spirituality;

Compassion / Justice & Solidarity

- Recognise and celebrate acts of service within and beyond the College Community;
- Model leadership that advocates and reflects compassion, empathy and justice, especially for those at on margins;
- Value diversity and individuality;
- Employ collaborative, open and transparent decision making processes with staff, students and parents;

Work Health & Safety

This role is deemed to be a *Worker* under the South Australian Work Health and Safety (WHS) Act 2012.

As a Worker, while at work you must –

- take reasonable care for your own health and safety
- take reasonable care that your actions or omissions do not adversely affect the health and safety of other persons
- comply, in so far as you are reasonably able to, with any reasonable instruction given by the employer
- cooperate with any reasonable policy or procedure of the employer that is related to health and safety at the workplace that has been notified to workers

Reference: Division 4, Section 27 and 28 WHS Act 2012

This position information document indicates the general nature and level of work performed by the incumbent and is not intended as a comprehensive listing of all responsibilities, tasks, and outcomes.

Signed (Principal or Delegate): _____ Date: __ __ / __ __ / __ __

Signed (Employee): _____ Date: __ __ / __ __ / __ __