



## POSITION DESCRIPTION

### Communications Officer

Reports to: Team Leader Communications  
& Marketing

Classification: PACCT 3

Department: Communications &  
Marketing

Location: Mildura

#### Primary objectives

- Assist in the creation of high quality marketing collateral by working with external contractors or through internal project arrangements to promote products and services according to the established Brand framework.
- Assist in writing, editing and publishing a variety of communications and other documents
- Liaise with departments and external agencies to plan for special events, launches, displays and other promotions
- Assist in the implementation of promotional launches, special events and displays.

#### Position summary

The Communications Officer will undertake various projects as part of the Communications and Marketing team and may assist other project managers and staff with their projects.

The position requires close liaison with other staff in the development of award submissions, the development of media releases and in project work.

The Communications Officer also reviews and maintains the Institute's Style Guide and document templates in consultation with the Team Leader, Communications and Marketing.

Together with the Communications & Marketing team this position is required to arrange and manage photoshoots for marketing and advertising purposes as well as maintain the Institute's photo library. Additionally, the Communications Officer will contribute to the promotion of the Institute and its activities, events and priorities by capitalising on public relations opportunities.

#### Key responsibilities

**Under the direction of the Team Leader, Communication and Marketing and in accordance with the Institute's policies and procedures the Communications Officer is required to:**

- Review and maintain the Institute's Style Guide and document templates ensuring that a uniform format for the presentation of material exists at all times.
- Work together with the Communications & Marketing team to develop and distribute Institute media releases.
- Assist in the development of the Institute's Annual Report.
- Working closely with the Communications and Marketing team, actively capitalise on external and internal public relations opportunities, attend events, be aware of activities and opportunities and communicate these via the appropriate forum.
- Prepare and distribute a monthly staff newsletter to actively communicate to staff across the Institute of public relations events, activities and opportunities.
- Assist in the development of displays and attendance at key Institute promotional and sponsored events.
- Work with the Communications and Marketing team to produce and maintain a library of images for promotional use, ensuring these meet the requirements of Institute policies and information privacy principles. Review and update where appropriate, the Institute photo database, photo consent forms and procedures.
- Establish close working relationships with staff across the Institute and provide public relations support and media for corporate events and activities.
- Work with relevant staff in the development and preparation of award and other submissions on behalf of the Institute.
- Assist the Team Leader, Communications and Marketing and Coordinator Media with proofreading Institute documents.
- Assist in the review and development of systems and procedures that improve the efficiency and effectiveness of the team and provide quality service to clients.
- Assist the Team Leader, Communications and Marketing with operational tasks as required.
- Provide exceptional customer service to all internal and external stakeholders of the Institute.
- Develop good relationships with internal stakeholders, including those across the Education Division and others in the Communications and Marketing team.

**Act in accordance with SuniTAFE values – Customer Focus, Business Acumen, Integrity and Innovation including:**

- Provides exceptional customer service to all internal and external stakeholders of the Institute and ensures a positive first impression for Institute visitors at all times.
- Actively participates in all relevant training provided to assist in the implementation of new systems or processes across the Institute.
- Actively participate in the Institute's annual Workplan and Performance Review process.
- Participate in all team based activities and meetings within the Business Unit, and attend divisional and other meetings as required.
- Complies with OH&S and EEO legislation;

- Maintain awareness and comply with the Victorian Government's Child Safe Standards.
- Prepared to undertake further courses of study, annual OH&S, EEO, Cultural Diversity and/or identified mandatory professional development programs or training relevant to the position as necessary.
- Reports to work as scheduled with a willingness to work flexible hours according to business needs.
- Demonstrates a willingness to adopt change and new initiatives.
- Represents the Institute professionally at all times.
- Actively promotes and encourages a service culture within the team.
- Communicates any opportunities to improve service delivery and make recommendations on steps to make agreed improvements.
- Actively encourages and promotes effective communication and strong working relationships within the team / Institute.
- The incumbent can expect to be allocated duties not specifically mentioned in this document but within the capacity, qualifications and experience normally expected from persons occupying positions at this classification level.
- Actively prevent fraud and corruption.

## Knowledge, skills and abilities

- Degree or Diploma qualification in marketing with little or no relevant work experience or a suitable or a suitable combination of a lesser qualification and relevant experience.
- Demonstrated relevant experience within the marketing area.
- Ability to work collaboratively with a team to achieve tight deadlines.
- Attention to detail.
- A high degree of organisation.
- Capacity to work independently

## Organisational relationships

Subordinates	Key Relationships	
	Internal	External
Nil	<ul style="list-style-type: none"> <li>• Institute Staff</li> </ul>	<ul style="list-style-type: none"> <li>• Agencies</li> <li>• Suppliers</li> </ul>

## Organisational environment

SuniTAFE is an award winning large provider of vocational education and training in north-west Victoria.

We are well positioned, with our campuses located in Mildura, Swan Hill, Horsham and Robinvale, to orchestrate the continued delivery of excellent education and training in this region. We have experienced trainers, teachers and community providers offering qualification across a range of courses and customised skill set training covering multiple sectors relevant to the community and stakeholders.

## Key selection criteria

- Degree or Diploma qualification in marketing with little or no relevant work experience or a suitable or a suitable combination of a lesser qualification and relevant experience.
- Demonstrated relevant experience within the marketing area.
- Ability to work collaboratively with a team to achieve tight deadlines.
- Attention to detail.
- A high degree of organisation.
- Capacity to work independently

*The successful candidate will be required to provide:*

- *A successful criminal record check which is less than 6 months old*
- *A working with children check; and*
- *A full COVID-19 digital vaccination certificate*

**Acknowledged**

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[name]  
Incumbent