

POSITION DESCRIPTION

COMMUNICATIONS OFFICER

THE FRIENDS' SCHOOL



POSITION HOLDER:	VACANT
SECTION:	Friends Health & Fitness (FH&F)
POSITION REPORTS TO:	Centre Manager
REPORTS TO POSITION:	Engages and collaborates with multiple internal stakeholders
CLASSIFICATION:	The Friends' School (General, Early Learning, Fitness) Enterprise Agreement 2022. Health & Fitness classification Level 5
STUDENT CARE:	Yes
PERIOD OF EMPLOYMENT:	Permanent
HOURS OF WORK:	20 hours per week

PURPOSE

The role of Communications Officer is to support the Centre's internal and external communications, write and disseminate publicity material in line with our brand, respond to inquiries from members and stakeholders, and coordinate Centre promotions.

PRIMARY DUTIES

- Ensure that you report any child safeguarding issues with the appropriate mandatory reporting processes and promote a culture where children feel empowered to voice their concerns in creating a child safe environment.
- Responsible for direct and proactive engagement and communication with the Centre's membership base, customers and stakeholders (internal and external), developing strong relationships and connections, and providing a high-quality customer experience.
- Develop and disseminate public relations materials using a variety of media to increase the Centre's visibility among stakeholders.
- Responsible for creating and implementing communications and marketing strategies, ensuring that digital marketing content aligns with our brand's identity and purpose.
- Ensure planning, scheduling and coordination of the Centre's communications, social media engagement and promotional activities result in a quality, timely customer experience, and contemporary platforms are utilised for connecting with relevant internal and external audiences.
- Responsible for the maintenance and content creation for the Friends Health & Fitness website, email database communications (reactive and proactive) and social media channels, ensuring that messaging across all platforms is creative, consistent and coherent.

- Assist with communications and branding opportunities through The Friends' School, including engagement with key stakeholders through appropriate channels to ensure all marketing and communications are tailored to meet the needs of an identified audience whilst considering the values and policy requirements of FH&F and The Friends' School.
- Lead by example as a member of the team, working closely with key team members and leaders, providing technical advice and support, input on emerging industry trends, and a focus on innovation and best practice.
- Other duties as delegated within the skills and qualifications of the position.

KEY RELATIONSHIPS

- Centre Manager
- Customer Service Coordinator
- Aquatic Program Coordinator
- Learn to Swim Team Leader
- Gym Program Coordinator
- Senior Gym Instructor (Group Fitness)
- Facility Maintenance Coordinator
- Centre staff
- Members and Users of the Centre
- External stakeholders
- Local schools and community groups

DELEGATIONS

- Nil

S E L E C T I O N C R I T E R I A

1. Understanding of the [10 National Child Safe Standards](#) which strive to protect children and young people from abuse and neglect.
2. Relevant qualifications in communications, public relations, marketing and/or significant experience in these areas demonstrating capability for high levels of member engagement.
3. Demonstrated skills in organising, administering, scheduling and delivering professional communications using customer relationship databases, website and email software, relevant graphic design programs and social media platforms.
4. Proven interpersonal, collaboration, negotiation and conflict resolution skills, and an ability to effectively relate to a broad range of customers (internal and external) to understand their needs.
5. Sound knowledge of developing and implementing digital marketing strategies, with the ability to improve communications processes for efficient, timely delivery to relevant target audiences.
6. Excellent written communication and verbal communication skills.
7. Demonstrated flexibility and the ability to exercise good judgement in prioritising reactive and proactive tasks to effectively meet deadlines and stakeholder expectations.
8. The ability to work safely in a school environment and be fit to undertake the inherent requirements of the position.
9. Strong support for the Purpose and Concerns and the ethos of The Friends' School.
10. Must hold a current Tasmanian Working with Vulnerable People registration (employment), be fully vaccinated for COVID-19 and have a National Police Check (less than 6 months old).
11. Current First Aid Qualification, CPR certificate and Pool Rescue Award (or the ability to obtain).

Signed acceptance and understanding of the position description.

Name: Date:

Signature:

