



LA SALLE COLLEGE

ROLE DESCRIPTION

Communications Advisor

ACCOUNTABLE TO:	Director of Finance and Administration
DEPARTMENT:	Administration
LEVEL / STEP:	According to experience and qualifications
TENURE:	3 years fixed-term

LA SALLE COLLEGE MISSION

In keeping with the tradition begun by John Baptist de La Salle, La Salle College is committed to providing a quality education for the whole person within a Catholic community. The foundations upon which our College is built are:

- A strong sense of community
- A rich pastoral care system
- A nurturing spiritual environment
- A commitment to excellence

ROLE OUTLINE

The Communications Advisor is critical in identifying, sharing and promoting stories about our vibrant and Christ-centred community to stakeholders, and is primarily responsible for the ownership and successful implementation of the College's communications strategy.

The Communications Advisor works strategically to drive and maintain the awareness of La Salle College. They do this by building strong working partnerships with all members of the community and providing consistent and high-quality social media, marketing and communication materials and content to engage stakeholders.

In being both proactive and responsive to changes in the College's operating environment, the Principal may, from time to time, require the performance of other duties.

KEY ACCOUNTABILITIES

1.0 CATHOLIC IDENTITY AND MISSION

- 1.1 Gives personal witness to Catholic values in their day-to-day duties and engages students, staff
- 1.2 Promotes and integrates Catholic Values through their work
- 1.3 Understands and upholds the values and expectations as described in the College's Code of Conduct and the Code of Professional Conduct
- 1.4 Acts as a positive role model of Christian values
- 1.5 Shares in the planning and organisation of appropriate prayer, reflections and liturgies for school and staff
- 1.6 Have completed or made progress towards the completion of Accreditation to Work in a Catholic School

2.0 COMMUNICATIONS

- 2.1 Leads the implementation of the College's communication strategy
- 2.2 Works with the community to identify and share stories about the College in line with the communications strategy
- 2.3 An annual Communications Calendar is developed and proactively managed to ensure high-quality content is developed, curated and communicated to the community
- 2.4 Internal and external communication (e.g. documents, promotional materials and digital content) is well written, produced to a high standard in line with the College's style guide and appropriate for the target audience
- 2.5 Promotes the College through regular, consistent and appropriate communication through our online platforms, social media and traditional media.
- 2.6 Communication channels are reviewed at least quarterly to ascertain engagement with the target audience and where appropriate improvements are brought to management for discussion and approval
- 2.7 Supports the College Leadership team to align events such as Graduation Mass and Presentation Evening with the College communications strategy (e.g. presentation templates, promotional content etc.)
- 2.8 Coordinates and oversees the successful running of Open Day including:
 - a) Engages with appropriate internal and external stakeholders
 - b) Effectively communicate with prospective families and the wider community through a variety of channels
- 2.9 Proactively gathers and analyses event data (i.e. attendance numbers, feedback etc.) where applicable improvements are raised with for discussion and approval with management
- 2.10 Viable grant and sponsorship opportunities are researched, identified and pursued on behalf of the College
- 2.11 Establishes and maintains strong working relationships with external stakeholders
- 2.12 Seek opportunities to enhance the reputation of the College, and coordinates publicity events as applicable

3.0 ALUMNI

- 3.1 Promotes and fosters effective alumni relations through regular communication and personal contact with alumni groups
- 3.2 Support alumni with the organisation and coordination of functions such as reunions
- 3.3 Liaises with staff to provide adequate assistance to alumni association committees and alumni groups
- 3.4 Evaluates and monitors the effectiveness of programs/services, and identifies problems, recommends improvements and changes.
- 3.5 Serves as a resource to alumni and others regarding alumni and College programs and activities.
- 3.6 Seeks to develop and establish new alumni chapters and programs

4.0 FRIENDS OF LA SALLE COLLEGE

- 4.1 Acts as the College representative at Friends of La Salle College meetings
- 4.2 Acts as the first point of contact for Friends of La Salle College including coordination of parent workshops
- 4.3 Coordinates and assists with the successful running of fundraising events, including:
 - a) Engages with appropriate internal and external stakeholders
 - b) Effectively communicate with prospective families and the wider community through a variety of channels
 - c) Proactively gathers and analyses event data (i.e. attendance numbers, feedback etc.) where applicable improvements are raised with for discussion and approval with management

5.0 ENGAGING AND WORKING WITH THE COMMUNITY

- 5.1 Builds and maintains strong working partnerships with students, staff, parents and the wider community through structured effective communication and consultation
- 5.2 Understands the broader community within which the College resides and is aware of the cultural, social and political characteristics that inform the needs of students, families and carers and the challenges they face
- 5.3 Contributes to the development of a College environment that is welcoming, hospitable, life-giving and just.

SELECTION CRITERIA

The individual appointed to the position of Communications Advisor must:

- Demonstrated experience in a similar role
- Tertiary qualification in public relations, marketing or mass communications
- Strong written and verbal communication skills with the ability to understand and target different audiences
- Demonstrated strong corporate and creative writing skills
- High level of interpersonal skills and the ability to build relationships with a wide range of people
- Excellent attention to detail
- Strong analytics skills working across several platforms

- Proficiency in Microsoft Office Suite
- Experience in digital communications
- Current Working with Children Check and National Coordinated Criminal History Check
- Working toward or completion of Accreditation to Work in a Catholic School
- Skills in Photoshop/InDesign/Illustrator/video editing and pre-production would be considered highly desirable
- Experience with graphic design is desirable

DOCUMENT CONTROL

Version: 0.0 Reviewed: Aug 2020 Next Review: Aug 2021 Reviewed By: HR