

Position Description: Communications Officer

Position Title:	Communications Officer	Reports To:	Chief Executive Officer
Location	Office locations in Kiama and Bomaderry. Hybrid working arrangements also possible		
Hours	24 hours per week Permanent Part Time		
Remuneration	Pay commensurate with Educational Services (Post Secondary Education) Award, General Services Level 7 and negotiated according to skills and experience. \$75,383 per annum pro rata, plus superannuation. Generous salary packaging also available.		
About Us	<p>Kiama Community College Ltd is a highly reputable not for profit adult community and high school education provider serving the communities of the Illawarra and Shoalhaven region. Our purpose is to empower, educate and connect individuals for a socially and economically inclusive community' and our values drive our behaviours. We are best known for our inclusive learning environments and our strong, collaborative and diverse community agency partnerships. We train in excess of 1200 students annually. Our strengths are in engaging and enhancing the employability of people experiencing a broad range of barriers.</p> <p>To achieve this we are:</p> <ul style="list-style-type: none"> • NESA (NSW Education Standards Authority) registered Non Government School; a • Registered Training Organisation (RTO); and a • Registered NDIS provider 		
About the Job	<p>The Communications Officer is responsible for assisting in the development and implementation of communications and marketing plans, organisational promotional materials and other initiatives for use within, and external to the organisation.</p> <p>The position will be involved in taking our social media strategy to the next level, creating content for course promotional information, our website, social channels, presentations and publications to ensure our communications tools are engaging and effective. A broad understanding of content production will be essential as will be the ability to work with team members and others to translate our objectives into engaging communications. As well as sound writing skills, you will need experience in graphic design.</p>		

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	<p>An understanding of photography and video production would be highly regarded.</p> <p>A “can do” attitude is essential, as is the ability to work on multiple tasks to tight deadlines.</p>
Key Relationships:	CEO, Shoalhaven River College Principal, Training Coordinators, Local Media

About you

Essential	<ul style="list-style-type: none"> You will be able to demonstrate a commitment to KCC’s purpose and values and ability to contribute positively to the organisation’s operations, culture and working relationships Tertiary qualifications in a relevant discipline (for eg. media, marketing, communications) Excellent verbal and written communications skills (please provide two examples of written work on any platform with your application) an ability to communicate sensitively and effectively with Aboriginal and/or Torres Strait Islander people. Demonstrated experience in organisational social media communication and/or digital marketing, including the ability to use social media tools, and websites as part of communication, media and marketing strategies Basic graphic design skills, using tools like Canva, Adobe Creative Suite, or similar An understanding of media relations, media strategies, and the development of media releases and key messages documents An understanding of marketing and communications strategies, including audience segmentation Strong attention to detail, ensuring all content is professional and delivered in a timely manner Ability to respond flexibly and work in a busy and complex environment where there are competing demands, changing priorities, tight deadlines and limited resources A Working with Children Check is required prior to commencement in this role
Ideally	<ul style="list-style-type: none"> Basic photography and video productions skills would also be highly regarded
What’s in it for you?	<ul style="list-style-type: none"> Opportunity to positively impact the lives of those experiencing disadvantage through the promotion of learning pathways within our community Working in a positive, stable team environment Family and life-friendly workplace

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	<ul style="list-style-type: none"> Salary packaging benefits – We can offer Fringe Benefits Tax exempt salary packaging up to \$15,900 per annum, which has the potential to increase an employee’s take home pay by reducing the amount of tax paid.
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ACCOUNTABILITY:	DESCRIPTOR:	MEASURE:
Developing Content	<ul style="list-style-type: none"> Produce engaging written and visual content across print, digital and social media channels for both external and internal audiences 	<ul style="list-style-type: none"> Promotional material for courses developed within required time frames Coordination of Annual Report finalised within required time frame New website launched in 2024
Management of content	<ul style="list-style-type: none"> Develop end to end management of our social media and website accounts, maintaining content calendars and driving engagement Create and maintain our library of digital assets Monitor and report on digital marketing and social media analytics 	<ul style="list-style-type: none"> Incremental increase in engagement with social media accounts and website Creation of library of digital assets Regular reports on marketing and social media analytics
Team work	<ul style="list-style-type: none"> Contribute to the success of all Kiama Community College Ltd engagement and promotional activities Work independently and collaboratively across Kiama Community College Ltd to meet deadlines Upskill other colleagues in basic communication skills, as required Contribute to improved internal communications 	<ul style="list-style-type: none"> Relevant communications templates developed for utilisation by internal colleagues. Establishment and utilisation of more effective internal communication mechanisms for eg intranet

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Other	<ul style="list-style-type: none"> • Ensure compliance with all KCC policies and procedures • Undertake other duties that may from time to time be required and which are within the skills and capabilities of the position holder 	
Work Health & Safety	<p>All staff have a responsibility to take reasonable steps to ensure their own health and safety, and that of others, and act in accordance with legislative, policy and procedural requirements. For example, all staff are required to:</p> <ul style="list-style-type: none"> • Ensure any hazards, accidents, injuries and near-misses are reported as soon as possible • Contribute to the development/improvement and follow policies and safe work procedures at all times • Use personal protective equipment (PPE) and other safety-related equipment as and when required • Participate in training and consultations relevant to work health and safety • Perform your work safely and in accordance with applicable legislation, policies and procedures 	

I have read and understood the requirements of my position as per this position description.

Position Holder's Name:	
Position Holder's Signature:	
Date:	

CEO Name:	
CEO Signature:	
Date:	