



ROLE DESCRIPTION - Draft

Community Engagement Leader

ABOUT THE COLLEGE

As a learning and faith sharing community, centred in Christ, Ursula Frayne Catholic College is a Catholic, Pre-Kindergarten to Year 12 co-educational College in the Mercy tradition. As such, the College caters for approximately 1500 students and is committed to the development of young people, academically and spiritually.

The College is located on two campuses in the Town of Victoria Park.

ROLE OVERVIEW

Ursula Frayne College is seeking a creative and passionate person for this position to further develop and enhance the area of Community Engagement at the College. This role is suited to a person who:

- Enjoys working across various platforms of communication.
- Understands the need to maintain a strong brand identity consistently across all communications and media channels.
- Has the ability to effectively engage with all members of the extended community.

Key responsibilities include College Promotions, Public Relations and Events, Communications and Publications.

LINE OF REPORTING

The Community Engagement Leader reports to the Principal.

EXPECTED BEHAVIOURS AND ATTITUDES

1. Fully supportive of the objectives and ethos of Catholic education.
2. Actively promotes the College's Values and Mission.
3. Actively supports a child safety culture.
4. Complies with:
 - Catholic Education WA (CEWA) Policy Statements
 - Ursula Frayne Catholic College Policy Statements
5. Adheres to workplace health and safety procedures and actively contributes to maintaining a safe, healthy and tidy environment.
6. Works collaboratively with all members of the Ursula Frayne Catholic College community.
7. Works actively to build relationships with Community Groups and Parishes.

RESPONSIBILITIES

Promotions

- Ensure adherence to and application of the College Style Guide
- Promote the College through internal and external advertising
- Responsible for News/Media Releases

Public Relations & Events

- Promote College events
- Attendance at Friends of Frayne Meeting
- Provides support and assistance for College events
- Organises Alumni Events (Reunions)

Communications

- Update Website content
- Uses effective Social Media messaging
- Updates Digital Signage
- Disseminates information in the event of a critical incident

Publications

Responsible for:

- Frayne Today (College Newsletter)
- Design of advertising materials
- College Photography and management of photo library
- Compilation and management of content for the College Magazine

SKILLS AND ABILITIES

- Highly developed interpersonal skills
- Proficient technology skills
- Excellent written and verbal communication skills
- Ability to adhere to timelines and effective management of workload
- Effective and efficient management of workload
- Qualifications and experience in design or related field would be advantageous
- Have the capacity to work outside of regular school hours when required

STATUTORY REQUIREMENTS

- Working with Children Check
- Nationally Coordinated Criminal History Check
- CEWA Mandatory Reporting

STATUS

- The Roman Catholic Archbishop of Perth Non-Teaching Staff Enterprise Bargaining Agreement 2014
- Classification – To be negotiated depending on skills and experience.
- FTE 1.0