Publications & Design Officer
Position Description

General

The Publications and Design Officer is appointed by the Principal and acts under the day to
day direction of the College Registrar.

The Publications & Communications Officer will be responsible for major College Publications
(online and print), and preparing communications for the Community.

Key Duties include:

a Publications:
- Manage the design, development and distribution of publications, including but not limited
to newsletters, flyers, prospectus and magazines.
- Layout and edit the Junior School Bulletin, Middle/Senior School Bulletin, and
  Newsletter to a print ready stage.
- Layout/Design of all major College publications including STAR Magazine to print ready
  stage.
- Oversee and coordinate the production of corporate printed materials including the
  College Handbook, Parent Information Nights, Programs (e.g. Presentation Night).
- Production of other specialist publications as required (e.g. Presentation Night
  Programs, Subject Selection Booklets, PowerPoints).
- Editing and proofing of communications and publications.
- Review and maintain the College Website periodically in consultation with the Principal,
  Senior Leadership Team and Registrar
- Maintaining the College’s Corporate and Visual Identity throughout all Publications and
  Communications to ensure continuous progression and strengthening of the College’s
  brand and image.
- Photograph special events, maintain photograph store for publications and end of year
  events.
- Social Media – posts relating to events at the College in consultation with Registrar.

b Communications:
- In conjunction with the Principal, Senior Leadership Team and Registrar publicise
  community-based functions, activities and newsworthy items
- Write or source copy and imagery as required
- Develop and coordinate the use of social media by the College as a Communication
  and Engagement tool
- Utilize the College App, College Portals, College Website and Social Media as a means
  of Communication and Community Engagement
- Compose regular press releases for distribution to all media. Releases must have the
  prior approval of the Principal or his/her delegate
- Develop and update College marketing and promotional material
• Regularly review communications with College stakeholders and the broader community including various publications and online communications

c **Online & Social Media**
• Maintain and develop the St Andrews website as a source of information, and instrument to attract and engage potential parents and students.
• Website maintenance in liaison with the Head of Information Services to ensure that content is relevant and up to date
• Ensure that the news section of the Website in particular is kept active and up-to-date, reflective of the whole College

d **Other**
• Maintain photographic libraries/gallery (electronic and physical): labelling and categorising
• File Management- maintain logical and organised filing and archiving of Publications Department files
• Assist with visits to the College by media representatives
• Work with the Principal and Registrar in the ongoing review and development of all college promotional material, making recommendations designed to improve the marketing impact of the material.
• Other duties as may be reasonably required by the Principal

**Knowledge, Skills and Abilities:**
• Ability to write journalistic and marketing materials
• Ability to proof read and edit articles and publications
• Customer service skills and ability to deal with internal clients in a professional and diplomatic manner
• Ability to liaise with external stakeholders and suppliers
• Organisational and administrative skills and the ability to meet deadlines
• Excellent written and verbal communication skills
• Accuracy and attention to detail
• Ability to research
• Ability to prioritise tasks
• Sound level of computer literacy and competence in a range of software applications (Microsoft, Adobe Creative Suite including InDesign, Photoshop, Illustrator and associated design packages, Word, PowerPoint, Excel, internet, email and electronic diary)

Basic understanding of HTML, SEO, SEM, E-commerce, Social Media applications, Google and use of email marketing software.
• Ability to interpret, apply and enforce College policies and guidelines
• An interest or experience in photography
• Commitment to meeting quality standards

**Experience and Competencies:**
• Appropriate qualifications in design and production of publications (desirable)
• Competent, skilled worker able to work with minimal supervision
- An attitude of service, a willingness to co-operate positively with teaching and non-teaching staff
- An ability to work as a member of a harmonious team
- Use of relevant software packages for College Publications (e.g. CS6)
- Knowledge and experience with website administration and maintenance
- Proficient IT and technology skills
- Sound understanding of HTML, SEO, SEM, E-commerce, Social Media applications, Google, Dreamweaver and use of email marketing software
- Insight into offset printing conventions and understanding of colour separations and processes
- Strong written and verbal communication skills
- Proficient Proof Reader

Hours of Work:
This is a part-time position, with four (4) weeks annual leave a year.

4 days per week (Tuesday – Friday)