

## AO4 Marketing Officer

36.25 hours p/w + ADO Monday to Friday

**Position status** – Temporary

**Position type** – Full-Time

**Classification** – AO4

**Contact Person** – Tegan Wolhuter

**Contact details** – 07 3470 6222

**Duration:** 6/10/2025-2/10/2026 with possibility to extend

**Salary p.a** \$89142 – 97717

**Closing date:** 25/09/2025

Springfield Central State High School is seeking an enthusiastic and motivated Events and Marketing Officer to join our team. In this role, you will work closely with the executive team to coordinate major events, lead marketing initiatives, and drive the positive promotion of our school, staff, and community. As the Marketing Officer, you will manage the school's marketing portfolio, including the organisation of key events, the delivery of effective communication strategies, and the development of sponsorship opportunities that strengthen our community partnerships. If you're ready to bring energy and creativity to this exciting opportunity, we encourage you to apply today!

### About the School:

Springfield Central State High School is a dynamic and inclusive learning community where students are inspired to strive for excellence in all aspects of their education. Our school is committed to empowering young people with the skills, values, and confidence to succeed in an ever-evolving world. Through a high standard of academic achievement, innovative teaching practices, and a strong culture of respect and responsibility, we nurture students who are prepared for life beyond school, whether in further education, careers, or global opportunities.

Springfield Central SHS offers a vast array of extra-curricular activities that allow students to explore their passions, develop leadership skills, and build lifelong friendships. From sports teams and performing arts to STEM initiatives and leadership programs, our students have endless opportunities to shine beyond the classroom.

At Springfield Central SHS, we are more than just a school – we are a community where every student is supported, encouraged, and given the tools to achieve their personal best. Our commitment to excellence, inclusion, and innovation makes us a place where students not only learn but grow into the leaders of tomorrow.

Everything at Springfield Central stems from the school's improvement priorities:

- Believe - all Springers can learn, improve and achieve.
- Belong - all Springers are valued and included.
- Become - all Springers are future orientated.

## Your role

- Develop and seek opportunities to promote and market the school to current and potential clients and stakeholders by arranging visits where required and managing the marketing portfolio data.
- Liaise with the Principal, or delegate, in leading change by showing judgement and common sense to implement improved work practices with regular updates of the marketing portfolio, including the events schedule, school magazine, school diary, newsletters and the acquisition of sponsorship agreements.
- Develop and maintain positive relationships with staff and provide a high level of client support to employers, Industry partners, to ensure the promotion of the school is a key priority.
- Liaise with the Principal, or delegate, and oversee the purchasing, maintenance and repair of marketing resources and equipment in accordance with government guidelines and departmental policy and procedures.
- Undertake financial activities including monitoring and reviewing marketing expenditure, application of school funds and purchasing processes, and managing the marketing budget.
- Identify alternate income streams to enhance the marketing budget and determine appropriate courses of action.
- Work directly with industry, business and community groups to form productive partnerships and develop networks to enhance the current position of the school/college. •Develop and coordinate partnerships and sponsorships with key external stakeholders, including Alumni members, local media and local Industry Partners and develop networks to enhance the current position of the school.
- Work collaboratively with the Principal, or delegate, to develop and implement the communication strategy involving a range of communication mediums and information sessions promoting the school/college.
- Work collaboratively on the development and implementation of specialist project activities to plan creative strategies for programs and events, either as a leader or team member as required. With the executive team, assist with the coordination and organisation of special events such as but not limited to Awards Night, Parent Teacher interviews, Senior Education and Training Pathway sessions, Graduation Ceremonies, Open Days and Enrolment information sessions.
- Take a lead role in the organisation and liaison of school events and promotional materials, including marketing and communication strategies and initiatives.
- Draft, plan, write, edit and publish a variety of communications and other documents, which promote a positive image of the school/college to the general public, including production of the newsletter, images and designs for brochures, flyers and handbooks for publication.
- Contribute to the development and implementation of standards, guidelines and procedures and quality assurance processes for preparation and delivery of all digital marketing and online information. Ensuring all documents and information are distributed are of a high quality and presented in a format that fits with the visual identity guide.

- Collaborate in the design, development and implementation of multi-channel marketing communication and data collection and information delivery systems.
- Write edit and manage content for intranet and internet and online calendar of events to ensure information is accurate and up to date.
- Develop and maintain a proactive and consistent online and social media presence to promote the school and to communicate responsively with the wider community.

It is preferable that applicant has comprehensive knowledge of all Microsoft Office 365 Apps, along with graphics design experience in industry standard software e.g. Adobe Suite, Illustrator and Photoshop.