



Position Description – Marketing & Media Officer

Position Title: Marketing & Media Officer

Reports to: Co-principals

Key Relationships: Enrolments Officer, Executive Assistant & Resourcing, teaching staff, external media and community partners

Employment Type: Part-time, one day per week (during term time), with occasional additional scheduled days and weekend event attendance as required.

Day of work: Wednesdays (Term time)

Hours: 8:00 am – 4:15 pm

Location: Compass Independent School

About Compass Independent School

At Compass, we are more than just a place of learning; we are a community driven by shared values of being **caring, fair, open-minded** and **respectful**. We strive to create an environment where children, staff and families feel supported, connected and inspired.

About the Role

Do you enjoy telling meaningful stories, building community connection and helping organisations communicate who they are and what they stand for? Are you someone who combines creativity with strategy and enjoys working across digital, print and in-person spaces?

The Marketing & Media Officer plays a key role in shaping and sharing the Compass story. Working closely with the Co-principals, this role helps build awareness of the school, strengthen community connections and support sustainable enrolment growth. The role suits someone who enjoys both hands-on creative work and higher-level thinking about audience, messaging and profile.



Role Purpose

The purpose of the Marketing & Media Officer role is to plan, coordinate and deliver marketing and communications activities that enhance the school's public profile, support enrolments and strengthen relationships with the wider community.

The role contributes to strategic marketing thinking while also delivering practical outcomes across digital platforms, events and external engagement. Through consistent, values-aligned communication, the role supports the school's growth, reputation and connection with families and community partners.

Key Responsibilities

1. Marketing Strategy and Planning

- Work collaboratively with the Co-principals to develop and refine marketing priorities and messaging that reflect the school's values and strategic goals.
- Contribute to planning activities that build awareness of the school and support enrolment growth.
- Monitor engagement and response to marketing activities and provide insights to inform future planning.

2. Digital Media and Communications

- Curate and manage the school's social media presence, including planning, creating and scheduling posts.
- Prepare content for newsletters, website updates and other school communications.
- Maintain and update the school website to ensure information is current, engaging and accurate.
- Support the preparation of digital and print advertising materials.



3. Visual Content and Media

- Coordinate and manage photographic content, including basic photography where appropriate.
- Edit and prepare images for use across digital and print platforms (cropping, formatting and optimisation).
- Organise signage and visual materials for events, open days and community presence.
- Ensure visual materials are consistent with the school's identity, values and brand kit.

4. Events, Engagement and Outreach

- Support the planning and delivery of school events and promotional activities, including open days and community events (e.g. Green Heart Fair).
- Prepare marketing materials and presentations for school tours and external engagement.
- Coordinate outreach materials and relationships with local kindergartens and early learning settings.
- Support networking with local media and community organisations, including liaising with news outlets when opportunities arise.

5. Other

- Act as the **Responsible Officer (RO)** on nominated working days, serving as the escalation point for early pick-ups of children and young people, significant first aid incidents or operational issues that arise after morning administrative coverage by the school's Administrative Assistant concludes.
- Coordinate responses and liaise with relevant staff or families as required and escalate to the Co-principals when necessary.
- Undertake additional duties as requested by the school leadership team to support the safe and effective day-to-day operation of the school.



Skills and Attributes

- Strong written and visual communication skills.
- Creative mindset with the ability to translate ideas into engaging content.
- Strategic thinking combined with practical delivery skills.
- Confidence working across digital platforms and communication channels.
- Strong organisational skills and ability to manage priorities independently.
- Collaborative approach and ability to work effectively with a small team.
- Alignment with the values and ethos of Compass Independent School.

Experience and Qualifications

- Experience in marketing, communications, media or a related field (preferred), or demonstrated capability to perform the responsibilities of the role with initiative and sound judgement.
- Experience managing social media, websites or digital communications (advantageous).
- Experience working with photography, visual assets or design tools (advantageous).
- Experience in an education or community-focused setting is advantageous but not essential.
- Current Queensland Blue Card (Working with Children Check) is required.
- First aid certification (or willingness to obtain).

Classification, Hours and Remuneration

- **Classification:** Level 4 under the *Educational Services (Schools) General Staff Award 2020*.
- **Hours:** **Wednesdays (Term Time), 8:00 am – 4:15 pm.**
- **Weeks per year:** Term time, plus up to three additional days scheduled outside of term time to support key school operational periods (including the commencement of the school year, end-of-year transition and mid-year preparation).
- **Event participation:** The role may also require attendance at key promotional events outside normal hours (e.g., Open Days and the Green Heart Fair), scheduled in advance.
- **Remuneration:** **\$40 per hour + superannuation.**
- Remuneration will be paid in accordance with the Award and hours worked.



Values Alignment

All staff at Compass Independent School are expected to uphold and model the school's values of being caring, fair, open-minded and respectful in all interactions with children, young people, families, colleagues and the wider community.

Child Safety Commitment

Compass Independent School is committed to child safety. Employment is subject to child safety screening, including a current Queensland Blue Card (Working with Children Check) and referee checks.