

Design and Communications Officer

This multi-faceted role is pivotal in enhancing our school's marketing communications and maintaining a consistent and compelling visual identity.

As a key member of the Communications and Marketing team, the Design and Communications Officer designs and curates print and digital content and publications to keep our community (families, staff and prospective families) informed of initiatives and events and supports staff with graphic design requirements.

In this way, the role supports the Principal in maintaining and developing the school mission of Excellence in Education, Christianity in Action.

Reports to:

Director of Communications and Marketing

Areas of responsibility:

- Graphic design, Print and Digital production
- Publications Co-ordination
- Website Content Management
- Administration and General Support
- Life of the School

Graphic design, Print and Digital production

- Create templates for brochures and publications.
- Oversee design of HSC Results and NESA publications.
- Develop strategy documents and frameworks for the Senior Leadership Team (SLT).
- Handle ad hoc design requests for various materials such as banners, posters, documents, and strategies.
- Design digital and print advertising
- Design and manage internal digital screens throughout the campus; planning, selecting and designing screen content
- Capture event collateral including photography and/or video via liaison with specialists and/or using own expertise
- Update and create various forms, for enrolment, applications, interview questionnaires etc.
- Produce marketing collateral and event material for annual School Musical
- Create and maintain Pro Presenter design elements for presentations.
- Develop assets for branded videos, including lower thirds and other graphics.
- Design branded website banners and photo collages
- Oversee the layout and design of NBCS' annual "Advance Life" school photos book.
- Design tailored pages for the Primary and Secondary Diaries
- Collaborate with printers, oversee print materials and manage print projects
- Provide marketing support for events and communications, and formatting of Word and PDFs

Publications Co-ordination

- Co-ordinate the review of various school guides, annually and as required. Involves layout, production and print of booklets: e.g. Parent Handbook, Year 7 Guide, Uniform Guide, Electives handbook and Course information/Assessment guides, Kindy Information booklet
- Assist with production of internal Staff Magazine using SWAY or alternative

Website Content Management

- Update and manage website content for currency, including updated photos, information, staff roles and changes (Mentors, Year Advisers, leadership), booklets, policies, transport information, maintain currency of links
- Create and update website content for co-curricular, sport, subject showcasing and other identified needs, formatting material in liaison with external website designers
- Update the Parent Portal with key documentation and information e.g. booklists
- Upload Job advertisements to the Employment section of NBCS website as requested

Administration and General Support

- Update and edit application forms and interview questionnaires, as needed
- Manage and curate historical photos, ensuring images are labelled and filed properly
- Set up and manage event ticketing through Humanitix for payment and/or seat reservations; e.g. musical, formals, sporting events, showcase events with limited numbers, courses
- Assist with general administrative tasks for the wider team
- Assist with constructing content for social media including Instagram and Facebook, and monitor community comments

Life of the School

Supports the Principal in developing and maintaining the professional culture, a safe work environment and upholding the School community

- Actively support the Christian identity and purpose of the School
- Uphold the values and expectations as described in the Staff Code of Conduct
- Treat colleagues, students and parents with dignity, respect, and the utmost professionalism
- Support colleagues in their ongoing professional learning journey by sharing resources and expertise, working with, and supporting the wider team
- Commit to personal and professional growth, critically assessing processes and activities and identifying opportunities for improvement in service, efficiency, and effectiveness, implementing as appropriate
- Assist in monitoring a safe and secure school environment for self, staff and students
- Assist with other areas as required

Role interactions:

Liaises directly with:

- Marketing Team
- Senior Leadership
- Administration team
- External suppliers/providers e.g. printers, website designers, photographer/videographers

Requirements (qualifications, knowledge, skills, abilities, behaviours):

Technical:

- Bachelor's degree in Graphic Design, Digital Media, Communications, or a related field, or commensurate experience
- Ability to design and edit digital and print assets, coordinate brand assets and manage web content. Proficiency with:
 - graphic design software, including Adobe InDesign, Photoshop, Illustrator, and video editing tools.
 - WordPress or other website content management systems.
- Brand and creative asset management, with strong attention to detail.
- Print management knowledge and experience including liaison with external suppliers

Desirable:

- Video editing skills
- Social Media management

General:

- Effective interpersonal skills; a positive demeanour, approachability, and a reputation for building strong relationships with stakeholders
- Prioritising, planning, organising and follow-through, with ability to effectively multitask
- Flexibility and resilience to work in a dynamic environment
- Excellent communication skills, both written and verbal
- Strong administrative skills
- Ability to work independently and as part of a collaborative team.

This position description is a guide only and is not intended to be an exhaustive or exclusive list of duties for this position.