



Celebrating over 800 years of tradition and the search for Truth, Blackfriars remains the Dominican Friars only Australian school. Founded in 1953 on the northern fringe of the Adelaide business district, Blackfriars provides modern facilities with world-class tuition for around 760 boys from ELC (co-ed) to Year 12. The School affirms the Dominican tradition by engaging spirit, mind and body in the pursuit of knowledge. A committed team of approximately 100 staff and a vibrant, culturally diverse and inclusive School community, Blackfriars is regarded as one of Australia's finest independent Catholic boys' schools.

Blackfriars Priory School is committed to the Four Pillars of Dominican Life:

*Prayer | Study | Community | Service*

Applications are invited from suitably qualified and experienced candidates for the position of:

## Development Officer: Communications

### Education Support Officer

Permanent | Full-Time

Further information regarding this position is available by contacting:

MR PATRICK KELLY

Director of Development

Email: [pkelly@bps.sa.edu.au](mailto:pkelly@bps.sa.edu.au)

#### Applicants are requested to:

1. Complete the Employee Declaration Form.
2. Submit a current Curriculum Vitae including a minimum of **three referees** with contact details.
3. Submit a statement of no more than one page outlining why you would like to work at Blackfriars Priory School, your understanding of and ability to contribute to the mission of Blackfriars Priory School as a catholic school in the Dominican tradition.
4. Submit a statement of no more than three pages outlining your capacity, experience and qualifications to fulfil the **Duties and Responsibilities** as stated in the Position Information Document.
5. **Attach:** Copies of relevant **Qualifications; Working With Children Check** (DHS issued) and/or **Responding to Risks of Harm, Abuse & Neglect** certificates.

Applications are to be addressed to:

MR SIMON COBIAC

Principal

Blackfriars Priory School

Please email applications to: [employ@bps.sa.edu.au](mailto:employ@bps.sa.edu.au)

Applications close: **Monday, 25 October 2021 @ 4pm**

**NB: You are required to complete the attached Employment Declaration and attach it to your application.**





## POSITION INFORMATION DOCUMENT

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As the only school in Australia founded by the Dominican friars, Blackfriars remains faithful to the search for truth – veritas – as lived and taught by Dominicans across the world for the past 800 years. This search follows authentically in the footsteps and foundations described by founder of the Order of Preachers, St Dominic himself, and by the School’s patron, St Albert the Great.

Blackfriars Priory School is an independent Catholic school under the governance of the Dominican friars, committed to providing a holistic education – academically, socially, emotionally, physically, and spiritually – that caters specifically to the needs of boys. We develop young men who seek truth in life, walk with confidence and purpose and are inspired by the four pillars of Dominican life – Prayer, Study, Community and Service.

Blackfriars provides more than 700 students from Reception to Year 12 with modern facilities, outstanding resources, world-class tuition and opportunities to explore and question, develop confidence in their abilities and identify and excel in their natural strengths.

Blackfriars is situated on 4.5 hectares in Prospect, 3km from the centre of Adelaide and adjacent the city’s northern parklands. Since its establishment in 1953, Blackfriars has provided an inclusive and progressive educational environment where boys have every opportunity to explore and discover their purpose in the world.

### Working at Blackfriars

It is expected that all members of staff working at Blackfriars will support and live in harmony with the School’s Catholic ethos, comply with all applicable governing codes of conduct, policies and procedures, in particular those pertinent to the safety and protection of child and young people and that of Work Health and Safety. Employees will advance the School’s Strategic Plan and Mission and Vision Statements; thereby contributing towards the sustainability and growth of the broader Blackfriars community.

Blackfriars is an equal opportunity employer, embracing a culture of diversity without discrimination.

## DEVELOPMENT OFFICER: COMMUNICATIONS

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<b>NAME:</b>	<b>NAME</b>
<b>CLASSIFICATION:</b>	<b>Education Support Officer   Grade 4</b> (Administration Stream) In accord with SA Catholic Schools Enterprise Agreement 2017 [or as replaced]
<b>EMPLOYMENT STATUS:</b>	Permanent   Part-time   <b>FTE 0.96</b>
<b>WORK ALLOCATION:</b>	46 weeks per annum   37.5 hours per week   Monday to Friday * A flexible 7.5 hour work day in consultation with the Director of Development * Some outside of normal hours work will be required – see ‘Special Conditions’ * A 30 minute unpaid break is required if working more than 5 hours consecutively
<b>COMMENCEMENT DATE:</b>	<b>January 2022</b>
<b>REPORTING RELATIONSHIPS:</b>	Operational Manager: <b>Director of Development</b> Executive Manager: <b>Business Manager</b>
<b>APPOINTMENT AUTHORITY:</b>	All staff appointments are authorised by the Principal

## CONTEXT

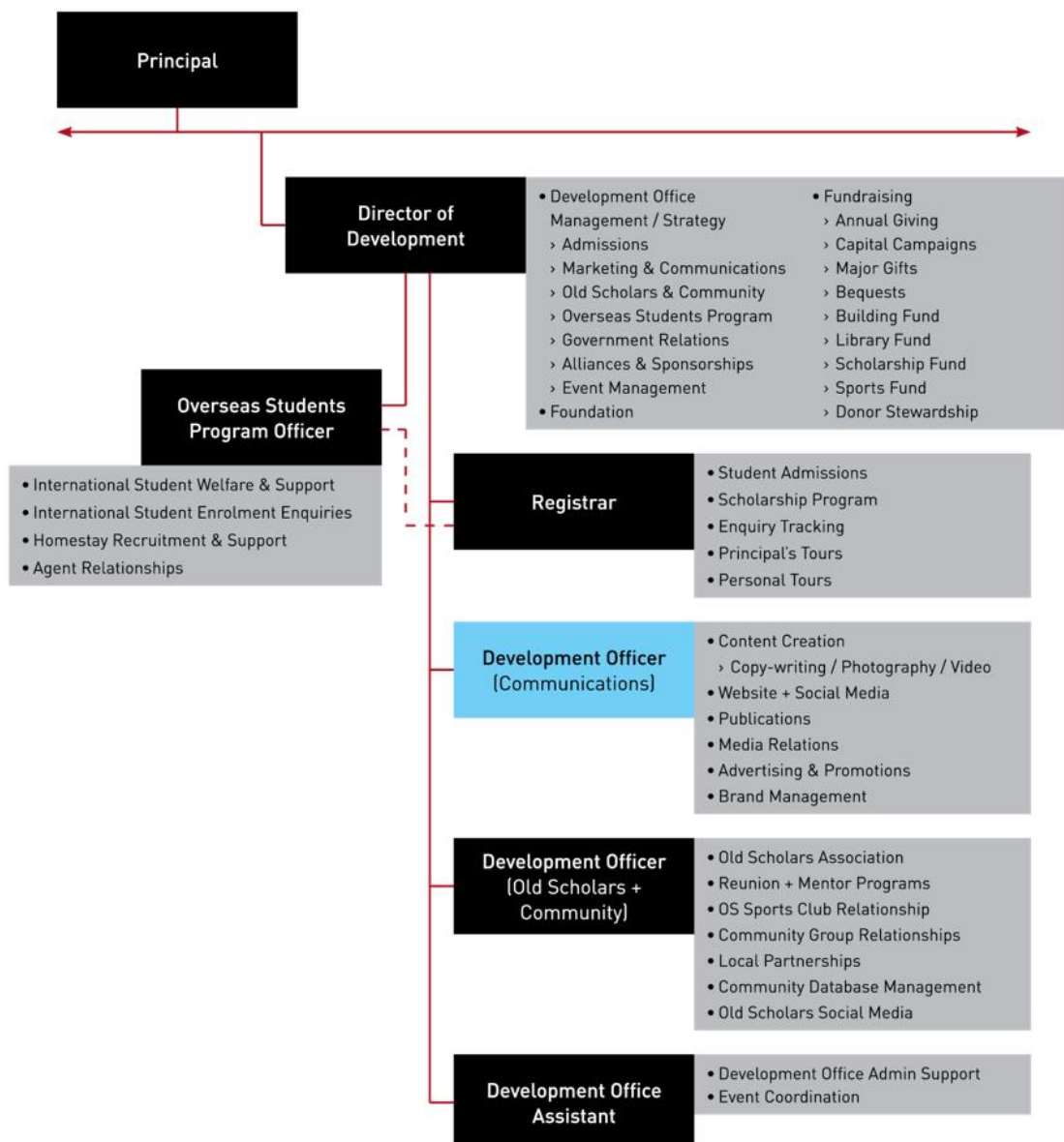
The Development Officer (Communications) is a team member of the school Development Office with responsibility for coordinating and implementing a comprehensive communications strategy designed to attract enrolment enquiries and engage stakeholders by maintaining a consistent, positive, and dynamic public image for Blackfriars.

Key responsibilities of the Development Officer (Communications) include creating and updating content for the school's electronic communication platforms and key printed publications, maintaining and monitoring the school's media presence, coordinating the school's advertising and promotional activities, and ensuring consistency in the application of the school's visual identity guidelines.

The Development Officer Communications will:

- Be required to apply a broad knowledge base incorporating theoretical concepts, with substantial depth in some areas
- Be fully competent in a technical sense and require little or no guidance during the performance of work
- Undertake research to obtain guidance as required in the achievement of stated objectives
- Analyse, diagnose, design and implement solutions across a broad range of technical or management functions
- Require a high degree of initiative, discretion and capacity to program their work
- Evaluate information and use for forecasting, planning or research purposes
- Be responsible for own outcomes within broad parameters.

### Office Structure:



## RESPONSIBILITIES

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### CONTENT CREATION

- Produce internal and external communication pieces covering school activities, events, and school life for online use, print publications and promotional materials
- Identify relevant stories to cover and determine the appropriate platform for publication
- Research topics, contacts and interview sources for relevant content publication
- Capture and edit photographs and video for publication on various platforms
- Coordinate professional photo/video shoots
- Maintain the school's image/video database
- Develop and maintain a content bank of stories for publication, forward- and re-posting.

### WEBSITE + SOCIAL MEDIA

- Ensure school website content is regularly reviewed for accuracy, updated and current
- Develop, manage and maintain a social media plan
- Create and deliver frequent, engaging and topical posts on relevant social media channels
- Monitor the school calendar and plan social media promotion around the events and activities
- Monitor the school's presence on external social media sites
- Track website and social media analytics and report regularly on results and learnings
- Ensure school social media platforms are consistently branded and content is in accord with the school's visual identity guidelines
- Keep up-to-date with best-practice in the industry and develop new skills as required
- Be proactive in proposing new ideas and developments for using social media including identifying new social media opportunities
- Provide support for school departments to ensure proper online messaging and relevancy, ensuring consistency of messages across multiple channels.

### PUBLICATIONS

- Coordinate the production of key school publications and marketing materials, including:
  - Liaising with editors, contributors and printers
  - Ensuring stakeholders work towards meeting prescribed deadlines
  - Design and editorial activities
  - Applying visual identity guidelines
  - Researching and writing articles as required
- Key school publications include but are not limited to:
  - Bi-annual community magazine, *The Optimist*
  - School Annual
  - School Prospectus + enrolment package.

### ADVERTISING + PROMOTIONS

- Assist the Director of Development to develop an annual advertising and promotions plan
- Prepare advertising material and work with agencies as required
- Negotiate with vendors and media outlets for publicity around school events, including positive stories about students, staff and volunteers
- Identify and coordinate the school's participation in relevant promotional activities and events (e.g. open events, community events, etc.)
- Provide relevant promotional materials to partner agencies, schools and overseas education agents
- Ensure referring sites and online directory listings are up to date and accurate
- Prepare and/or source promotional material, branded products and presentation items.

### MEDIA RELATIONS

- Prepare and distribute media releases and statements
- Monitor the school's media profile and identify opportunities for media exposure
- Develop and maintain relationships with media outlets and professionals for the purposes of promoting the school.

## **BRAND MANAGEMENT**

- Oversee the implementation the school's visual identity guidelines
- Provide support to staff for promotional materials, web promotions, flyers, brochures, invitations, programs, certificates
- Develop new components of the school's visual identity guidelines as required.

## **OTHER**

- Attend and participate in staff meetings/activities during work time. An indicative list, but not limited to are:
  - Weekly Staff Prayer Meetings | School Masses | Assemblies | Staff Days and Staff Retreats
- Other reasonable duties as directed by the Principal.

## **ESSENTIAL CRITERIA**

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- Demonstrate a commitment to the Catholic and Dominican charism and ethos of the School through fostering the Four Pillars of Dominican life
- Demonstrate support and application of the School's Vision and Mission Statements and Strategic Plan
- Participate in the Dominican Formation Program
- Acquire and maintain valid status of accreditation:
  - Approved Responding to Risks of Harm, Abuse and Neglect – Education and Care
  - Approved 'Working With Children Check' (DHS)
- Possess a professional level of skill and knowledge in the use of relevant software packages
- Possess advanced organisational and administrative skills, including computer literacy
- Bring energy and enthusiasm to their role
- Exhibit a spirit of teamwork, trustworthiness and approachability
- Possess excellent communication and interpersonal skills
- Demonstrate discretion and confidentiality in all matters
- Proven ability to develop, cultivate and maintain professional relationships with stakeholders
- Work collaboratively with the School's Community
- Demonstrate a clear understanding and knowledge of Blackfriars during communication with stakeholders and the broader community
- Possess the ability to work with minimal supervision and to prioritise workload and meet deadlines
- Demonstrate attention to detail in all tasks
- Be flexible and adaptable in approaching work and willingness to undertake professional development
- Be resourceful, innovative, reliable and adaptable.

## **ESSENTIAL EDUCATIONAL/VOCATIONAL QUALIFICATIONS AND EXPERIENCE**

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- Relevant tertiary qualifications and/or experience in Journalism / Marketing / Public Relations
- Strong organisational skills with attention to detail, the ability to manage projects concurrently and to meet deadlines
- Excellent written communication skills including highly developed spelling and grammatical skills
- Excellent verbal and interpersonal skills
- Ability to identify and self-generate content
- Ability to research and write professional copy for a variety of publication channels
- Photographic / video capture and editing experience
- Desktop publishing experience using the Adobe Creative Suite
  - InDesign, Photoshop, Illustrator
- Experience using website content management systems (e.g. WordPress)
- Basic HTML editing skills
- Experience with social media platforms and their effective strategic use for publicity/promotional purposes
- Experience working with journalists / media outlets.

## WORK HEALTH AND SAFETY

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All employees are expected to:

- Perform the above duties in line with any safe work practices and processes, and conduct oneself at work in a manner that is safe to self and others
- Be familiar with and understand WH&S policies of the School
- Report all hazards, incidents, accidents when witnessed, in accordance with the School's WH&S policies and procedures
- Complete WH&S education and training modules, as required
- Use correctly any equipment provided for health or safety purposes
- Follow reasonable instructions given by the School, in relation to health and safety at work.

## CONDITIONS OF EMPLOYMENT

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- A probationary review period of 3 months is applicable to all new permanent non-teaching employees
- The employee must undertake a performance review on an annual basis
- The Position Information Document is reviewed on a biennial basis to ensure the duties are accurate and the position conforms to the classification levels set out in the current SA Catholic Schools Enterprise Agreement.

### SPECIAL CONDITIONS

- A "flexible" work arrangement whereby "ordinary hours" of work will include participation in school promotional activities (e.g. open events, community events, etc.)
- Payment of "additional time" will be in accordance with the relevant clauses in the SA Catholic Schools Enterprise Agreement 2017 [or as replaced].

## ACKNOWLEDGEMENT

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I have read and understand the requirement of this position. I acknowledge that this position information document has been designed to indicate the general nature and level of work performed by the incumbent and is not a comprehensive listing of all responsibilities, task and outcomes.

EMPLOYEE (Signature) \_\_\_\_\_

NAME \_\_\_\_\_

PRINCIPAL (Signature) \_\_\_\_\_

SIMON COBIAC

Date \_\_\_\_\_

*You are not required to sign this document unless you are appointed to the position.*

### **Working Weeks = 46**

Pre-Term 1	2 weeks
Term 1	11 weeks
Post Term 1	1 week
Term 2	10 weeks
Post Term 2	1 week
Term 3	10 weeks
Post Term 3	1 weeks
Term 4	8 weeks
Post Term 4	2 weeks

Probationary Review Date: TBA

Performance Review Date: TBA

PID Review Date: TBA



## EMPLOYMENT DECLARATION

SURNAME: ..... GIVEN NAMES: ..... TITLE: .....

FORMER SURNAME: ..... DATE of BIRTH: .....

ADDRESS: ..... POSTCODE: .....

TELEPHONE: Home: ..... Work: ..... Mobile: .....

EMAIL ADDRESS: .....

TEACHER REGISTRATION No: ..... WORKING WITH CHILDREN CHECK (WWCC): Yes  No

*Please note:* You must provide the **ORIGINAL TRB** issued Teacher Registration Certificate (if applicable) and evidence of a valid, current DHS issued Working With Children Check (WWCC) for sighting at your work location.

POSITION FOR WHICH YOU ARE APPLYING: Development Officer: Communications .....

*Please respond to the questions below, sign the Declaration and submit with your application:*

1. Have you ever been investigated, charged, arrested, reported for, pleaded to, or been found guilty of any criminal offence? (Excludes offences issued with an expiation notices ie speeding fines) Yes  No
2. Have you ever received a written counselling or warning or been dismissed or resigned following allegations of improper or unprofessional conduct or unsatisfactory work performance? Yes  No
3. Have you ever or are you currently the subject of an investigation or any other process relating to alleged unsatisfactory performance or misconduct by you as an employee? Yes  No
4. Have you ever been the subject of allegations of misconduct by you of a sexual nature towards or in relation to a child (person under 18 Years of age) or towards any other person to whom you were responsible for providing education or other services? Yes  No
5. Our process includes asking referees whether there are any child protection concerns in respect to you. Do you foresee any problem arising from this process? Yes  No
6. Do you have conditions on your Teacher Registration? N/A  Yes  No

*Please note:* If you answered **YES** to any of the above questions, you are required to provide comprehensive supporting details, including relevant documentation in order to be considered for employment. (Please attach as a separate document)

If you choose not to answer one or more of the above questions, please indicate by ticking the box below that you wish to meet with the Principal (or Principal's delegate) to discuss:

I wish not to answer one or more of the above questions and request that a meeting be arranged between myself and the Principal (or Principal's delegate).

*Please note:* If you wish to meet with the Principal (or delegate), you must submit your application at less one week prior to the closing date.

### Further information and ongoing requirements:

Evidence of a criminal history that may be unrelated to any risk of harm to children will not automatically preclude a person from being or remaining employed.

The requirement for full and honest disclosure is a condition of initial and ongoing engagement. In signing this form, you declare that you are a fit and proper person of good character, and if you are successful in your application, you will notify the **Principal** should there be a relevant change in your circumstances; for example, criminal charges and convictions, restraining orders, intervention orders, injunctions, disciplinary proceedings and investigations.

If you are accused, charged with, granted bail or convicted in relation to a sexual offence against a child, you are to immediately inform the **Principal** and must immediately cease providing services to Blackfriars.

### Declaration

I understand that any false or misleading information I provide will result in me not being considered for employment or may result in the termination of my employment. I declare that I have answered this Employment Declaration truthfully.

Applicant Signature: ..... Date: / /

Declaration reviewed by the Principal of Blackfriars: Signature: ..... Date: / /