



Position Description - Communications Officer

Title	Communications Officer	Reporting	Business Manager
Type	Part-Time	Review	March 2027
Position Hours	0.4 FTE (there is an expectation of attending relevant events outside school hours to fulfill the Position Description)		

Introduction

Bayside Christian College is a coeducational, ELC to Year 12 Christian College. Bayside Christian College “exists to help parents equip their children for effective, God-glorifying lives as Christians in the world” (Constitution p.8). It is therefore an inherent requirement of this non-teaching role that the holder is a committed Christian as demonstrated by consistent active and faithful attendance and service with a local Christian church.

Purpose of the Role

The Communications Officer supports the day-to-day execution of College communications. This role creates content, supports publications and the timely delivery of information to families and the wider community. This is an operational role focused on content creation and delivery.

Responsibilities

Content Creation and Publications

- Draft and distribute College communications including newsletters, emails and Sentral app notices.
- Support the Marketing Lead in creating, collecting and proofing content and assets for the digital College Connect newsletter and the annual School Yearbook.
- Maintain content archives and digital asset libraries including photographs, video and promotional materials.

Digital and Social Media Communications

- Provide support to Marketing Lead in relation to:
 - the College’s social media accounts
 - Website content and digital platforms.
 - Digital displays and communication platforms

Design, Media and Visual Communications

- Manage and coordinate school photo day.
- Take portraits of new students and students who have missed photo day for the College student management system and other administrative purposes.
- Support the Marketing Lead by arranging photography and media coverage of College events and activities.
- Capture and edit photographs and video footage for use in communications and marketing.

Communications Administration

- Manage student photo permissions and maintain the Student Images Consent Database.
- Maintain the subscription list for the College Connect newsletter.
- Audit inventory and order branded stationery and promotional materials as required.

Collaboration and Team Support

- Work closely with the Marketing Lead to support the College's communication and marketing initiatives.
- Assist Human Resources, Finance and Administration teams with the design of communications and internal documents.
- Support the Marketing Lead and Leadership Team in the promotion and delivery of College events.
- Provide support to Reception and administrative functions where appropriate.
- Undertake other communications tasks as requested by the Business Manager and/or Principal - this may fall outside of work hours and will be paid accordingly.

Specifications

Qualifications and Experience

- A sound understanding of and commitment to the Christian mission, values and philosophy of the College.
- Familiarity with major social media platforms, particularly Facebook, Instagram and LinkedIn.
- Experience in developing and maintaining social media content calendars.
- Demonstrated experience in photography, videography and basic editing for digital communications.
- Proficiency in Adobe Creative Suite (e.g. InDesign, Photoshop, Illustrator).
- Proficiency in Microsoft Office and Google Workspace applications.

Skills and Competencies

- Excellent written and verbal communication skills.
- Strong organisational ability and the capacity to coordinate multiple communication tasks and deadlines.
- Ability to develop creative and engaging content while maintaining a high level of accuracy and attention to detail.
- Ability to manage multiple projects and priorities concurrently.
- Ability to work both independently and collaboratively as part of a team.

Personal Attributes

- A proactive and self-motivated approach to work.
- Strong attention to detail and commitment to producing high-quality work.
- Willingness to contribute positively to the life of the College community.

Inherent Requirements

As the position frequently interacts with students and staff during the course of employment, the role entails the direct modelling of the Christian faith, in word and deed, in our Christian learning community through such practices of faith as:

- Praying for the welfare of the College community, its students, parents and staff
- Participation in staff devotions, including leading such devotions on a scheduled basis
- Leading and participating in Bible study devotions
- Leading and participating in corporate prayer and worship with staff and the school community
- Demonstrating the Lordship of Christ over all creation including education and work
- Respecting students, parents and staff as fellow image bearers of God and co-workers in His ongoing Kingdom purposes of restoring and redeeming His creation
- Where appropriate, supporting teachers in classes with the delivery of the teaching and learning process, consistent with Bayside's Christian worldview perspective.

Other Requirements

- A current Employee Working with Children Check.

Bayside Christian College is committed to child safety in every aspect of the College. Our College fosters openness to create a culture in which everyone – staff, parents, carers, and children – feel confident, enabled, and supported to safely disclose child safety or wellbeing concerns.

It is a requirement of this position that the College's Child Protection Policy and Child Safety Code of Conduct are adhered to at all times. All staff and volunteers will need to demonstrate that they are familiar with the contents of the College's Child Protection Policy and Child Safety Code of Conduct available at www.baysidecc.vic.edu.au

This Position Description may change at the discretion of the Business Manager and is subject to an annual review.