

Introduction

Kennedy Baptist College's mission is "to provide educational excellence in a Christian context, addressing the needs of individuals for lifelong learning". We are committed to fulfilling this mission as a College community as we serve God by serving our students, families and each other. Underpinning the mission and culture of the College are our values defined as **faith, integrity, boldness, growth** and **service**.

- **Faith:** The Christian faith undergirds all the College's activities
- **Integrity:** The College Community demonstrates respect and honesty towards all its members and delivers on its promises
- **Boldness:** Staff and Students are bold in accepting the challenges on offer at the College and strive to achieve the best outcomes.
- **Growth:** College Community members develop their unique gifts and talents and strengthen their areas of weakness.
- **Service:** College community members serve others within the college, and local, national and international communities.

Role Summary

Position: Communications and Design Assistant (Assistant Public Relations Officer)

Responsible to: Marketing and Communications (Public Relations) Officer

Job Purpose: The Communications and Design Assistant provides creative, administrative and operational support to the Marketing and Communications (Public Relations) Officer in enhancing the profile, reputation and community engagement of Kennedy Baptist College.

Working as part of the Marketing and Communications team, the role assists in the planning, creation, coordination and delivery of engaging content and communications across digital, print, and social media channels.

Major Responsibilities

1. Consistently model the College's Vision, Mission and Values and demonstrate professionalism in all interactions with students, staff, parents and external stakeholders.
2. Develop, coordinate and publish content across the College's digital, print and social media platforms.
3. Capture and produce photography, videography and graphic design content that promotes the College's programs, achievements and community life.
4. Support the planning, implementation and delivery of the College's marketing, communications and community engagement activities.
5. Support the planning, promotion and delivery of College events and community engagement initiatives.
6. Contribute to a positive, safe and professional College environment and undertake other duties as directed.

General Duties

Graphic Design, Publication and Digital Content Management:

- Develop, publish and maintain content across the College's digital, print and social media channels.
- Capture, edit and produce multimedia content, including photography and videography, to promote the College and document key events.
- Maintain College publications, marketing materials, digital platforms and media assets, ensuring content is accurate, timely and aligned with the College's brand.
- Manage media assets using the College's media management system.
- Assist with the production of publications, newsletters, email campaigns, marketing collateral and the College Yearbook.
- Design and prepare promotional materials for print and digital distribution.
- Support communications, marketing and community engagement initiatives through creative content and campaign delivery.

Digital email campaign:

- Collaborate in the creation, preparation and distribution of digital email campaigns using Campaign Monitor, including fortnightly newsletters, semester newsletters and P&F communications.

Community Relations and Events:

- Support the planning, promotion and delivery of College events and community engagement initiatives, including Open Day and other after-hours events as required.
- Assist with event communications, registrations and operational requirements.
- Capture photography and videography and provide content support before, during and after events.

Administration and Coordination

- Provide administrative and project coordination support to the Marketing and Communications Team.
- Coordinate content, maintain communication schedules and marketing resources, and assist with the delivery of communications and marketing initiatives.
- Maintain alumni records, College historical archives and other heritage resources, supporting alumni engagement and College history initiatives.
- Liaise with staff, alumni and external suppliers as required.

Selection Criteria

Essential:

- Demonstrated commitment and capacity to actively promote the Mission and Values of Kennedy in the school community
- Relevant tertiary qualification and/or equivalent experience in digital communications.
- Experience with Adobe InDesign, Illustrator, Photoshop and Canva for graphic design and digital content.
- Experience in WordPress website and APP management.
- Demonstrated experience in the preparation of written professional communications across digital campaigns, newsletters, community or media statements.
- Outstanding interpersonal skills (written and verbal) with the ability to engage effectively with students, staff, parents and the community
- Ability to maintain confidentiality and a good understanding of privacy
- Demonstrate initiative and creativity in all tasks, offering practical solutions.
- A current or able to obtain a Working with Children Check

Desirable:

- Advanced Microsoft Office skills including Word, Excel, Outlook and PowerPoint.
- Experience in social media management and digital marketing.
- Skilled in using SLR camera for photography and videography, photo and videography editing software (Adobe Lightroom and Premiere Pro/Rush).
- Experience in event planning and management.

How to apply

To apply for an advertised employment position at Kennedy Baptist College please fill in the online [Employment Application Form](#) on our website.

Please ensure you have ready your CV, Cover Letter, Selection Criteria (if applicable), references, a written reference from your church pastor/minister and digital copies of all academic records. You will be asked to upload these documents as part of your submission of this application.

Please Note: Should you be invited to an interview, given the position applied for involves working with and actively presenting the Christian Gospel to children, you will be asked your personal views on Faith issues. Given the Christian nature of the College and the expectations of all who enrol, agreement with the College's [Statement of Faith](#) and [Staff Code of conduct](#) is a pre-requisite.