



## Position Description Communications Officer

Lourdes Hill College educates young women to embrace life and a passionate love of learning in a nurturing, inclusive and innovative Catholic learning community. We equip each person to reach their potential and boldly embody Benedictine values, listening actively with the 'ear of the heart'. Our overarching vision is to be universally recognised for empowering generations of young women to be a transforming Benedictine presence in our world.

### **Position Overview**

The Communications Officer supports the school's mission and strategic priorities by delivering clear, consistent, and engaging internal and external communications. This role is responsible for developing, writing, editing, and coordinating key communication channels including newsletters, website content, annual publications, and community updates.

The role ensures the school presents a unified identity, tone, and message across all platforms and support consistent messaging within the Comms and Marketing team.

Duties and associated indicators of successful performance include:

### **Mission Stewardship**

- Demonstrates humility, reflection, and relational presence in daily interactions, modelling the values of the Good Samaritan, Benedictine tradition, and the College.
- Actively participates in liturgical, prayer, and formation experiences that contribute to the faith and spiritual life of the College community.
- Integrates faith, values, and reflection into everyday work and relationships within the College.
- Contributes to College service, social justice, and formation initiatives as a practical expression of the mission and values.

### **Internal & External Communications**

- Develops and delivers high-quality written communications for a range of audiences including students, staff, parents, alumni and the wider community.
- Coordinates and produces regular College communications (e.g. newsletters, blogs, bulletins), ensuring content is accurate, timely and engaging.
- Prepares communication materials for announcements, events, and key initiatives, including supporting crisis communications.
- Ensures all communications reflect the College's values, tone and strategic priorities.
- Supports the implementation of the College's communications plan under the direction of the Head of Marketing, Communication and Community.



# LOURDES HILL COLLEGE

A School of *Good Samaritan Education*

## **Publications & Content Development**

- Supports the planning, coordination and delivery of key College publications, including:
  - Annual School Magazine ("Lourdanian")
  - Year in Review
  - Event programs and special publications
- Sources, writes and edits content by collaborating with staff, students and community members.
- Coordinates content collection including stories, achievements, photography and data.
- Works closely with the Graphic Designer and external providers to ensure high-quality, on-brand outputs.

## **Website & Digital Content Management**

- Maintains and updates the College website to ensure content is current, accurate and aligned with user needs.
- Publishes news stories, event information and key updates in a timely manner.
- Supports optimisation of digital content through basic analytics monitoring and continuous improvement.
- Ensures website content meets accessibility standards and regulatory requirements.
- Contributes to the development and scheduling of digital communications (e.g. email, web, and other platforms as relevant).

## **Brand & Campaign Support**

- Contributes to the delivery of integrated marketing and communications campaigns, including enrolment, community engagement and fundraising initiatives.
- Produces and supports a range of communication materials including digital and print collateral.
- Ensures all content adheres to College branding guidelines and maintains a consistent voice and visual identity.
- Supports the promotion of College events, achievements and key milestones.

## **Stakeholder Engagement**

- Builds effective working relationships with College leadership, teaching and professional staff to source content and support communication needs.
- Provides communications support for key College events, including Open Days, graduations, performances and community celebrations.
- Responds to internal requests for communications support in a timely and professional manner.



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## **Policy, Compliance and Systems Support**

- Maintains organised records and archives of publications, communications and media assets.
- Coordinates proofreading, approval workflows and quality assurance processes to ensure accuracy and consistency.
- Ensures all communications comply with College policies, including privacy, child safeguarding and media consent requirements.
- Supports efficient communications workflows, including scheduling, version control and document management.
- Maintain confidentiality and discretion in handling sensitive information.

## **Other Duties**

- Any other duties as required by the Head of Marketing, Communication and Community.

## **Other Information:**

This role reports directly to the Head of Marketing, Communication and Community..

## **Key Relationships**

- College Leadership Team
- Teaching and Professional Staff
- Students and Student Leaders
- Enrolments and Advancement/Development teams
- External suppliers (e.g. designers, printers, photographers, media)

## **Qualifications and Experience**

- Previous experience in copywriting, proofreading, and content structuring
- Proficiency in Microsoft Office Suite
- Strong organisational skills and attention to detail with the ability to manage competing priorities and deadlines
- Excellent interpersonal and communication skills with a commitment to confidentiality and professionalism

## **Term of appointment**

This role is permanent full time, classified as a School Officer, Level 5 under the *Catholic Single Collective Enterprise Agreement Religious Institute Schools of Qld 2023-2026*.