

Independent Schools Queensland

Strategic Relations Advisor (Social Media & Communications)

Reports to: Senior Advisor (Public Affairs)

Direct Reports
to this Position: Nil

APPLICATIONS CLOSE: HUDSON RECRUITING
SUBMIT APPLICATIONS TO: PENNY SMYTHE
penny.smythe@hudson.com
0415 102 473 or 07 3258 8353

About Independent Schools Queensland

Independent Schools Queensland (ISQ) is the peak body representing Queensland's independent schooling sector. ISQ provides a united and powerful voice representing and promoting the interests of member schools to governments and the wider community, fostering choice in education and protecting the autonomy of independent schools.

ISQ is a non-profit membership organisation with 60 staff managed by an Executive Director and governed by a Board of Directors.

ISQ is the trusted learning provider for the independent sector with more than 50 years' experience at the forefront of education innovation, offering specialist professional learning programs that are evidence-based and underpinned by best practice principles. Members can choose from hundreds of professional learning opportunities through three flexible modes; face-to-face, live webinars and online.

Member schools pay an annual subscription for services provided and membership is open to all not-for-profit non-government schools in Queensland. Membership currently stands at 228 schools with enrolments of nearly 135,000 students or 15% of all school enrolments. ISQ enjoys 100% membership of all independent schools in Queensland with 100% member satisfaction.

Diversity is one of the key strengths of Queensland's independent schooling sector enabling families to select schools that best serve their child's needs so they can reach their full potential. Independent schools cater to student diversity by giving students a head-start in their career; supporting Aboriginal and Torres Strait Islander students; re-engaging young Queenslanders in education; supporting students with English as an additional language or dialect; and supporting students with disability.

ISQ has a member first culture and services members by:

- advocating for and promoting the interests of independent schools;
- providing leadership and support to achieve excellent education outcomes;
- representing the sector on more than 100 boards, committees and advisory groups;
- providing specialist advice, professional learning and resources;
- administering government programs for schools;
- commissioning research on important educational matters; and
- providing schools access to group schemes and agreements.

Independent Schools Queensland is an approved non-government representative body under the *Australian Education Act 2013* and administers a range of Queensland Government Programs.

ISQ has two subsidiary organisations – Queensland Independent Schools Block Grant Authority Limited (QIS BGA) which administers the Commonwealth Government's Capital Grants Program and the Queensland Government's Capital Grants Schemes, and Queensland Independent Schools Parents' Network Ltd (QIS Parents Network) which represents the interests of parents with children attending independent schools. Further information on ISQ is available at www.isq.qld.edu.au.

Information for Applicants

Location

The position is located at Independent Schools Queensland's Head Office at 96 Warren Street, Spring Hill. Independent Schools Queensland also operates a Professional Learning Centre at 500 Queen Street, Brisbane.

Reporting

The position reports to the Director (Strategic Relations).

Duty Statement – Advisor (Strategic Relations)

Purpose and Scope

The Strategic Relations Advisor (Social Media & Communications) will present a professional image of the business and play an important role supporting the operational goals of Independent Schools Queensland.

You will have proven experience as a media and communications professional, including social media experience, with excellent written and oral communication skills. You will have well-developed organisational skills; high-level initiative; strong attention to detail; and discretion in dealing with confidential matters.

The Strategic Relations Advisor (Social Media & Communications) is expected to be comfortable dealing with a wide range of people at all levels. It is expected that as a front-line contact for the business the person will develop a rapport with our members and key stakeholders including media, school marketing and communications staff, and senior staff.

The role is part of the Strategic Relations directorate at ISQ and the person is expected to work collaboratively as part of the team.

ISQ Role Duties

The Strategic Relations Advisor (Social Media & Communications) is responsible for, but not limited to:

1. Writing corporate communications materials including but not limited to brochures, reports, forewords, the Annual Report, event programs content, website content.
2. Editing and reviewing ISQ corporate communications materials when required.
3. Social media strategy including planning, writing content, posting for corporate Twitter, LinkedIn and Facebook platforms, liaising with schools for social content including photographs, and organising graphics. Collaboration with Manager (Communications) and Senior Advisor (Public Affairs) to keep them informed and in consideration of wider strategies.
4. Social media analytics reporting each month and contributing socials analytics to a yearly media and school outreach report for the Board in collaboration with Senior Advisor (Public Affairs).
5. Back-up Public Affairs including after hours on-call to media, responding to media requests with statements, writing media releases, writing daily media update and weekly news wrap when

Senior Advisor (Public Affairs) is on leave, on RDO once a fortnight, and other times throughout the year as needed.

6. Liaising with member schools to identify positive member school stories and promoting these through social media and ISQ communication channels including the website and electronic direct mail (eDM).
7. Providing marketing and communications support, including supporting the Manager (Communications) to organise an annual Schools Marketing and Communications Forum and other events including webinars.
8. Management of a closed ISQ Schools Marketing and Communications Facebook group.
9. Administrative duties including maintaining communications and marketing school contacts and maintaining media contacts.
10. Other duties as directed from time to time.

Skills and Experience

The Strategic Relations Advisor (Social Media & Communications) will possess the following skills and experience:

- Previous experience in a similar internal media and communications role or within a PR or communications consultancy (5+ years minimum).
- Formal qualifications in Journalism/Communications/PR are required.
- Be highly organised and prepared to coordinate many tasks at once.
- Possess high-level written and oral communication skills with attention to detail.
- Be driven and energetic and feel comfortable working in a team environment.
- Have a positive friendly personality with a desire to learn.

Conditions of Employment

The position is offered on a permanent full-time (37.5 hours/week) basis.

Independent Schools Queensland offers staff flexible working arrangements, approved according to ISQ's operational needs, including the ability to work up to two days per week from home and to apply for variable working hours. Standard hours are 8:30am to 4:30pm and employees may negotiate contracted working hours between 7.00am to 6.00pm according to operational need.

Given the nature of the role, there will be times when work outside of these hours is necessary and expected.

Salary is paid fortnightly. Independent Schools Queensland will pay the superannuation guarantee of 10% to a nominated fund.

Application

Applications addressing the duty statement and outlining your experience and qualifications should be forwarded by email to Penny Smythe, Hudson Recruitment, penny.smythe@hudson.com. Penny Smythe may also be contacted via mobile 0415 102 473 or 07 3258 8353 for any questions.