



## Position Analysis Questionnaires Simple 3-Step Process

### STEP 1

#### Simple BARS\*-based User Interface Configured to Your Needs

\* *BARS (Behavioural Anchored Rating Statements)*

#### **Advantages include:**

- Aligned to your work classification scales and criteria
- Configurable to different work groups (e.g. Technical Staff V's Admin Staff)
- Additional notes
- Independent management comments can be included
- Independent approval
- Allows acknowledgement of changes from previous classification/grade
- 'Big data' available for Corporate analysis
- Position Analysis Report automatically generated
- Automated reporting
- Full record keeping
- Full Quality and Audit Control

## STEP 2

### Position Analysis Descriptions Generated Automatically



NEOS HR

Assessor: Mark Shaw  
02/11/20 , Ref: 1267

#### Position Analysis Questionnaire

Used for Classification Reviews or to Develop New/Revised Position Descriptions

##### Position Details:

**POSITION TITLE:** Marketing Officer  
**POSITION NUMBER:** 1523  
**CERTIFIED AGREEMENT:** Queensland Anglican Schools EBA 2015  
**REPORTS TO:** Business Manager  
**REPORTING DEPARTMENT:** Corporate Services

#### PURPOSE OF QUESTIONNAIRE

**Please Note:** This questionnaire is concerned with documenting the actual requirements of your position, not the experience or skills possessed by the incumbent. The information supplied in this application must be actual duties currently performed in the position at the time of submission, no matter what changes or evolution may be planned for the future. Please do not include duties undertaken when you are acting in a higher level position for which you receive a Higher Duties Allowance. Further, note that if a number of employees are performing the same position, only one (1) application needs to be submitted.

##### 1. The position objective measures include:

- The Key Objective of the position is  
The Marketing Officer position currently responsible for the development and delivery of marketing and communications strategies for the entire organisation.  
Developing innovative ways to communicate key messages to customers, planning and project management and evaluating campaign success. Planning and producing advertising and collateral material, providing editorial and copywriting advice to a range of stakeholders. Handling social media and managing all aspects of the organisation's visual brand including graphics and writing style guide. This position is also responsible for the project management of high-level, sensitive major project communications that maintain positive working relationships with resistant stakeholders.

##### 2. The key accountabilities measures include:

- The Key Accountabilities of the position include
  1. Development and delivery of marketing and communications strategies for the entire organisation
  2. Developing innovative ways to communicate key messages to customers, planning and project management and evaluating campaign success
  3. Planning and producing advertising and collateral material, providing editorial and copywriting advice to a range of stakeholders
  4. Handling social media and managing all aspects of the school's visual brand including graphics and writing style guide
  5. Project management of high-level, sensitive major project communications that maintain positive working relationships with resistant stakeholders.

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**3. The characteristics measures include:**

- This level requires employees with appropriate and highly developed skills and knowledge gained in a specific area.
- Employees will have well developed interpersonal skills and display appropriate levels of confidentiality, discretion and judgement.
- A range of technical knowledge and/or skills are applied to roles and functions in both varied and highly specific work contexts.
- Appropriate experience and tertiary qualifications at a degree level.
- The measurement of performance at this level is made against defined targets.
- While competencies are normally used within routines, methods and procedures, there may be a wide range of roles and tasks in a variety of contexts.

**4. The extent of authority measures include:**

- Use judgement and initiative regularly in order to complete the tasks assigned.
- Initial instruction or reference to established procedure.
- Work is carried out with little or no supervision.
- May be responsible for the supervision of staff in all lower levels.

**5. The administration measures include:**

- Generation of management reports and Government reports.
- Develop systems and procedures for implementation in accordance with school policy.
- Assist school management in developing policy and procedures relating to their work area.
- Check and supervise work of general office staff.

**6. The duties measures include:**

- The duties of the position include
  - Effectively manage the school's advertising budget to ensure accurate costing and efficient use of resources maximising return on investment
  - Continually audit, manage and innovate advertising services across multiple channels to remain contemporary and meet customer expectations
  - Develop, implement, monitor and review creative advertising campaigns that effectively and positively promote the school's services, facilities and projects, utilising a diverse mix of channels to ensure maximum benefit
  - Coordinate copywriting, proofreading and provide advice on publications and marketing collateral
  - Assist in the delivery of the Stakeholder Engagement and Communication Strategy as required
  - Identify issues, conduct research and draft advertising copy and editorial support which positively reflects the school's services to the public

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- Establish and manage key relationships with advertising providers and internal clients in relation to advertising including establishing panels of preferred suppliers
- Liaising with The Principal and other Leadership members regarding the release of information
- Investigate, provide recommendations and implement new and emerging communication channels to connect with our community
- Photograph or arrange for photographic opportunities to support the generation of publications and marketing collateral

Other Comments: Nil

Prepared By: Mark Shaw, CEO

DRAFT



## STEP 3

### Management Dashboard

| NEOS HR                                 |            |                 |                   |                                  |                         |            |        |                                     |   |
|---|------------|-----------------|-------------------|----------------------------------|-------------------------|------------|--------|-------------------------------------|---|
| Position Analysis Questionnaire Results |            |                 |                   |                                  |                         |            |        |                                     |   |
| Ref ID                                  | Date       | POSITION NUMBER | POSITION TITLE    | Unit                             | Segment                 | Created by | Result | Approved                            |   |
| x                                       | x          | x               | x                 | x                                | x                       | x          | x      | x                                   | x |
| 1364                                    | 11/15/2019 | 123             | Phoenix Job       | Anglican Schools                 | Anglican Schools PAQ    | Mark Shaw  | 3      | <input type="checkbox"/>            |   |
| 1326                                    | 10/24/2018 | 123             | Nari's Job        | A: Admin, Technical or Community | Admin, Tech & Community | Mark Shaw  | 3      | <input type="checkbox"/>            |   |
| 1267                                    | 05/23/2018 | 1523            | Marketing Officer | Anglican Schools                 | Anglican Schools PAQ    | Mark Shaw  | 3      | <input type="checkbox"/>            |   |
| 1223                                    | 04/10/2017 | 123             | test              | A: Admin, Technical or Community | Admin, Tech & Community | Mark Shaw  | 3      | <input checked="" type="checkbox"/> |   |
| 1197                                    | 03/10/2017 | 1523            | Marketing Officer | A: Admin, Technical or Community | Admin, Tech & Community | Mark Shaw  | 5      | <input type="checkbox"/>            |   |
| 1196                                    | 03/09/2017 | 123             | test              | A: Admin, Technical or Community | Admin, Tech & Community | Mark Shaw  | 1      | <input type="checkbox"/>            |   |

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Dashboard includes:

- All history
- Unique ID per record
- Date created
- Type of position assessed
- Author
- Result
- Draft V Approved
- Exportable to Excel for detailed analysis

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