



POSITION DETAILS:

Position Title:	Digital Marketing & Design Officer
Group:	Marketing & Registry
Supervisor:	Director of Marketing & Communications
Classification:	Level 3
Date of Last Review:	May 2022

PRIMARY ROLE/PURPOSE:

The position requires employees who have had sufficient experience and/or training to enable them to carry out their assigned duties with general supervision from the Director of Marketing & Communications on progress and outcomes, and who only requires initial instruction or reference to established procedures in order to competently complete tasks.

Under the routine supervision of the Director of Marketing & Communications, the position will be responsible for day-to-day marketing operations within the School.

The primary responsibilities of the position are:

- Basic graphic design of posters, fliers and programs for all areas around the School;
- Overseeing the production of the School Year Book;
- Posting to the School's social media channels;
- Creating, managing and reporting (including analytics) on digital advertising campaigns;
- Preparing and distributing the School's fortnightly e-newsletter.

The position is responsible to the Director of Marketing & Communications for the day to day performance of duties.

KEY ACCOUNTABILITIES:

Marketing

- Collate and format content for fortnightly e-newsletter, including liaison with Teaching and Associate staff and uploading to MailChimp for distribution;
- Edit and audit School website assets, including updating page copy, changing images and adding pages through website CMS;
- Edit and optimise digital content to improve SEO;
- Update messaging on School signage, including front of School LED board.

Media (traditional and social)

- Recommend approach to and create Facebook and Google advertising campaigns, including scheduling, testing, audience creation, management, selection, reporting and analysis of campaign performance;
- Plan and co-ordinate our social media platforms on a daily basis, particularly Facebook and LinkedIn, to maximise engagement;
- Review relevant data analytics across our social media platforms and Google Analytics in order to optimise and increase engagement and followers;
- Photograph, film and edit videos of on-site School events (including out of hours events) and classes for uploading to School social media;
- Liaise with external photographers and videographers, including co-ordinating student availability and hands-on assistance during filming;
- Liaise with journalists regarding media stories and co-ordinate student involvement.

Design

- Design programs, cards, flyers, posters for School events, and handbooks;
- Co-ordinate copy and photographs, and liaise with design agency and various curriculum areas/year levels for the annual School Year Book;
- Co-ordinate copy and proofs, and liaise with design agency for the Student Diaries;
- Produce photo slideshow for School Celebrations of Achievement and supply photos for Junior School Reception and Library slideshows;
- Basic video editing.

Administration

- File, arrange meetings, maintain records, draft agendas, note-taking and produce minutes;
- Upload photos to photo management software platform (Schoolbench), including resizing and tagging students;
- Assist with catering orders and other event management administration for School Open Days and events in co-ordination with the Community Relations Adviser;
- Produce a list of "no publicity" students and distribute to all staff.

Other

- Additional duties as allocated by the Headmaster.

KEY SELECTION CRITERIA:

Qualifications

- A Certificate in marketing, graphic design, public relations or communications.
- This position would best suit a junior marketing executive with at least one to two years of experience in-house or at an agency.

Essential

- Working knowledge of Facebook, Google Analytics and UTMs;
- Familiarity with Facebook Ads Manager, creating audiences, Facebook pixel and creating Facebook advertising campaigns;
- Knowledge of other social platforms (Instagram, Twitter, Pinterest, YouTube and LinkedIn);
- Demonstrated ability in providing secretarial, reception and general administrative functions;
- A professional and courteous phone manner;
- A high level of organisational and interpersonal skills;
- A high level of communication, written and verbal skills;
- A high level of attention to detail;
- Ability to find solutions through creative thinking and collaboration;
- ICT proficiency;
- A service ethic;
- Ability to work to deadlines;
- Ability to work effectively with minimal explicit direction and supervision;
- A willingness to be a member of a team and to work collegially with other staff members;
- A high level of professional standards and conduct;
- Experience working in a School setting would be an advantage;
- Willing support for the Anglican Ethos of the School;
- Possession of a current blue card (Working with Children Check by Blue Card Services). This is non-negotiable. The successful candidate must have a current Blue Card before commencing work at the School;
- Agree to be checked against the Anglican Church's National Professional Standards Register;
- In line with current government mandates, if you work for, or provide a service to the School, you are required to be fully vaccinated against COVID-19;
- **Must be an Australian resident and eligible to work in Australia.**

Desirable (but not essential)

- Experience using The Alpha School System (TASS);
- Experience using Adobe InDesign and Photoshop;
- Familiarity with Google Ads Manager and Keyword Planner, campaign creation and management;
- Familiarity with Google Tag Manager;
- Familiarity with other analytics platforms such as SEMRush.

Criminal History Checks

- The School will conduct a Criminal History/Police Check on the successful applicant;
- The offer of this position is subject to the successful outcome of the Police Check and the possession of a current blue card (Working with Children Check by Blue Card Services);
- Should the Police Check or Blue Card reveal a negative outcome, this position will be immediately withdrawn.

AUTHORISATION:

I hereby agree that this Position Description accurately reflects work requirements.

Headmaster

Dr Paul Browning

Name

Signature

Date

**Digital Marketing
& Design Officer**

Name

Signature

Date

ATTACHMENT – ST PAUL’S SCHOOL

ETHOS STATEMENT

The School’s Purpose is “to prepare resilient, global citizens, who are innovative thinkers, with a heart for servant leadership.”

The School’s Vision is “Transforming educational thinking and practice.”

The School’s Values are:

By **Faith** and by **Learning** we strive to grow in **Community** with God and each other, valuing each person and celebrating individual excellence.

We value Faith believing where:

- Each person is a unique creation of a loving, redeeming God and able to be empowered and sustained by the Holy Spirit through the teaching and life of Jesus Christ.
- Each person can have a relationship with God, through Jesus Christ, demonstrated by modeling one’s life on Christ, serving others and participating in the traditions and practice of the Anglican Church.

We value Learning where:

- Students are encouraged and supported as they strive to reach their intellectual, creative, physical, social, moral, emotional, and spiritual potential in a balanced and disciplined way.
- Students fully explore a range of topics, themes and concepts which have relevance, real-world application and a focus towards the future.
- A variety of student dispositions to learning are fostered through our Realms of Thinking Framework which are embedded from PP-12 across all Learning Areas.

We value Community where:

- Students, staff, and families support the aims, purpose, and mission of the School and serve one another using their God-given gifts.
- Students, staff, and families grow together in faith and learning, promoting love, justice and mercy - at home, at School and in the wider world.
- Students remain connected to the St Paul’s community when they graduate, through a vibrant Past Students’ Association.

SCHOOL EXPECTATIONS

All employees are bound by the requirements of the School's policies and procedures as they apply from time to time, and are expected to act with integrity, and in a way that demonstrates a proper concern for the public interest expressed with a framework of a Christian educational organisation.

As such, employees at St Paul's School are expected to embrace the following statements.

As well as comply with all federal and State legislation as they apply from time to time as well as any relevant Canon Laws or Diocesan policies.

Much of the information gleaned by employees during the course of their duties is confidential and should be treated as such. Employees shall not use confidential information to gain advantage for themselves, their related persons or for any other person or body, in ways which are inconsistent with their obligation to act impartially. Nor should such information be used improperly and cause harm or detriment to any person, body, or the School.

Proof of qualifications as well as a disclosure on any matter which may affect your employment in this position will also be required prior to commencement.

LEADERSHIP EXPECTATIONS

"If a leader's actions are driven by service and dedication to a cause or a relationship then they are a servant leader."

Leadership at St Paul's is based on the philosophy of individual and School "wholeness", collaboration, teamwork and transparent decision-making. The model of leadership reflects the values central to St Paul's School, that of Faith, Learning and Community.

Leadership Principles underpinning the Leadership at St Paul's:

- St Paul's School leadership structure is **student-centred** and reflects our agreed values of Faith, Community and Learning.
- The leadership structure is **learning-centred** for both students and staff, providing opportunities for open and transparent communication and decision-making.
- Collaborative leadership based on teams enabling of ideas to be brought forward by anyone through a variety of formal and informal routes (everyone's voice deserves to be heard).
- Education of the whole person in which the intellectual, spiritual, emotional and physical development are all-important and integrated.
- The importance of creating an environment which encourages high academic achievements at senior levels by ensuring appropriate methodologies and subject content.
- The concept of St Paul's School as a single whole School, made up of three Sub-Schools each with some degree of autonomy whilst sharing many common elements.

ANGLICAN SCHOOLS COMMISSION - STATEMENT OF COMMITMENT

Anglican Schools and Education & Care Services are committed to providing environments where children and young people receive the highest standard of care, where their rights are supported, and they have the opportunity to thrive and be fruitful. Such environments nurture and safeguard the intelligence, dignity, safety and wellbeing of each child or young person, by placing them at the centre of thought, values and actions.

As reflected in our Ethos, our vocation is education, driven by a vision of humanity, shaped by the image of God made visible in Jesus, present in every human being.

- Every child: made in the image and likeness of God
- Every child: loveable and loved, unique and unrepeatable
- Outstanding education for the flourishing of people and the good of community

Our faith is lived. We are hospitable and welcoming communities, who embody compassion, kindness, fairness, justice and love, and where exceptional pastoral care is practised.

Working and serving the best interests of children and young people is in everyone's best interest. This is achieved through sustaining living and learning environments that are safe, supportive and stimulating. Specifically, we:

- place emphasis on genuine engagement with children and young people;
- create conditions that reduce the likelihood of harm to children and young people;
- create conditions that increase the likelihood of identifying harm; and
- respond to any concerns, disclosures, allegations or suspicions.

This commitment is sought to be consistently reflected through the decisions and behaviour of all persons within the School or Service, who are guided by effective governance, policies, tools and processes. This fosters a child safe culture, where acting in children and young people's best interests is at the heart of what we do.