



---

<b>POSITION TITLE:</b>	<b>Digital Marketing Assistant</b>
<b>DATED:</b>	<b>November 2018</b>
<b>REPORTS TO:</b>	<b>Director of Marketing and Communications</b>
<b>Prepared by:</b>	<b>Head of Human Resources</b>

---

#### **POSITION PURPOSE**

The Digital Marketing Assistant is responsible for assisting with the coordination and execution of the College's digital marketing program. This includes contributing to strategy development and creating content for use across digital channels including photography, videography and post production.

#### **POSITION STATUS**

This is a permanent, full-time position, with four weeks' annual leave plus the College closure days, usually four per year.

#### **WORKING RELATIONSHIPS**

- Director of Marketing and Communications
- Graphic Designer and Communications Assistant
- Director of International Relations
- Registrar's Office
- Community Coordinator
- Alumni Relations Manager
- This role also requires liaison with a wide range of stakeholders including external service providers, current and past students, parents, staff and the wider College community.

#### **DUTIES AND ESSENTIAL JOB FUNCTIONS**

- Assist with the development and execution the College's digital marketing strategy, in conjunction with the Director of Marketing and Communications.
- Work with the College's digital marketing service providers to develop and evaluate digital marketing activities supporting their display advertising, SEO, SEM and adwords campaigns.
- Monitor, evaluate and reporting on the digital marketing program using Google Analytics, Google Adword Manager, Facebook Ads Manager, etc. Ensure the ongoing optimisation of the College website to maximise SEO and SEM exposure.
- Reporting on email campaigns effectiveness via Mailchimp.
- Monitor website functionality, develop and upload content on an ongoing basis, in conjunction with the Director of Marketing and Communications.
- Create, develop and publish social media content in line with the content calendar, in conjunction with the Director of Marketing and Communications.
- Create and distribute regular EDMs.
- Create the weekly digital newsletter.
- Photography/videography at day-to-day events and activities for use in print and online.

- Assistance with major projects and campaigns.
- Forms creation; develop and test forms and surveys as required.
- Gather stakeholder insights to drive optimised communications.

## **OTHER FUNCTIONS AND RESPONSIBILITIES**

- Ad-hoc photography for other departments/functions where reasonable.
- Any other tasks as deemed appropriate by the Director of Marketing and Communications.

## **QUALIFICATIONS AND SKILLS**

- Tertiary qualification in Marketing, Communications, Public Relations, or relevant experience.
- Understanding of digital marketing principles including knowledge of SEO and SEM best practice.
- Understanding of how social media and websites can be used for marketing and communications purposes.
- Experience with SchoolBox newsletter development is desirable.
- Experience using WordPress and Mail Chimp (or similar) and Typeform.
- Intermediate photography, videography and post-production skills.
- Strong writing, editing and proofreading skills with an ability to write for various audiences and platforms.
- Intermediate knowledge of HTML and/or CSS is desirable.
- Experience with Adobe Creative Suite (InDesign, Photoshop, Illustrator, Premiere, Audition).
- Outstanding organisation and attention to detail.
- Ability to manage multiple projects and competing deadlines in a busy, fast-paced environment.
- Strong interpersonal and communication skills and the ability to work effectively with a wide range of internal and external stakeholders.

## **GENERAL RESPONSIBILITIES**

All staff are to be supportive of the St Leonard's College Mission Statement and to enhance the school's reputation as one which is a warm and caring environment, characterised by efficiency, professionalism and a willingness to meet the individual needs of those within its community.

It is a condition of employment that all staff provide a Criminal Record check (if requested) and Working with Children Check (WWCC) or Victorian Institute of Teaching (VIT) before their position will be confirmed.

- The College:
  - is an equal opportunity employer;
  - complies with the requirements of the Privacy Act;
  - has a strong commitment to OH&S;
  - will not tolerate harassment of any kind.
- College Standards - all staff are expected to actively support the following standards;
  - Communication – effective, helpful and positive.
  - Confidentiality – Protect the privacy and confidentiality of all personal information (staff/families/students).
  - Teamwork – work together as a team to achieve the best results. Share information and collaborate across all sections of the College; trust, respect and support.
  - Accountability – we do our work with honesty, integrity and enthusiasm.
  - Performance – we perform to the best of our ability.
  - Initiative – looking for opportunities to improve the way we work; flexible, adaptable and efficient.

## **CHILD SAFETY AND PROTECTION RESPONSIBILITIES**

St Leonard's College is committed to the safety and wellbeing of our students.

The College has zero tolerance for child abuse and is committed to the protection of all children from all forms of child abuse. In this context, the College implements a comprehensive Child Protection Programme across the entire College community.

All staff are responsible for understanding and applying the College's Child Protection and Safety Policy including being compliant with the Child Safety Code of Conduct and being proactive in reporting any concerns or identified risk.

Where students are under staff care, there is an obligation to take all practical steps to protect students where a risk to students' safety has been identified.