

Position Title:	Digital Marketing Assistant
Dated:	June 2022
Reports To:	Director of Marketing and Communications
Prepared By:	Head of Human Resources

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### 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
- Graphic Designer and Marketing Assistant
- Registrar's Office
- Community Coordinator
- Alumni Relations / Foundation 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

- Create and distribute regular EDMs via Mail Chimp and/or Campaign Monitor.
- Reporting on email campaigns effectiveness via Mail Chimp and/or Campaign Monitor.
- Create the weekly digital newsletter on a Friday.
- Create, develop and publish social media content in line with the content calendar, in conjunction with the Director of Marketing and Communications.
- Forms creation; develop and test forms and surveys as required.
- Monitor website(s) functionality and update content on an ongoing basis, in conjunction with the Director of Marketing and Communications.
- Assist with the development and execution of 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.
- Photography/videography at day-to-day events and activities for use in print and online.
- Assistance with major projects and campaigns.
- 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 Specific to this Role

- 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 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) is desirable along with video editing capability at a basic level.
- 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.

### Qualifications and Experience

It is a condition of employment that all staff provide a current Employee Working with Children Check or VIT before their position will be confirmed. A Criminal Record check may also be requested in certain circumstances.

For Teachers at the College, VIT registration and a tertiary qualification in Education is required as a minimum.

For General Staff at the College, appropriate qualifications or experience for the specific role is a requirement.

### Child Safe Responsibilities and Requirements

St Leonard's College has zero tolerance for child abuse.

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

All employees are required to have a positive history of working with children, and be able to demonstrate their suitability, experience and attributes in relation to child safety.

Prior to commencing employment information will be collected in order to establish suitability for child-connected work as defined in Ministerial Order 870 (MO 1359 as at 1 July 2022).

Everyone working at St Leonard's College is responsible for the care and protection of the children and young people within our care and reporting of information about suspected child abuse. This includes not only a strong belief but also a legal requirement to comply with the child safety and protection obligations under the said Ministerial Order, and a strong commitment to be actively engaged in the College's child safe culture.

All members of staff share in the responsibility for the prevention and detection of child abuse, and must:

- Be responsible for understanding and applying the College's Child Safe Policy including being compliant with the Child Safe Code of Conduct and being proactive in reporting any concerns or identified risk, and will be required to read and formally acknowledge their acceptance of the school's Code of Conduct for staff
- Take all reasonable steps to protect children from abuse
- Report any reasonable belief that a child's safety is at risk to the Principal or delegate
- Teachers, nurses and psychologists fulfil their obligations as mandatory reporters
- Report any suspicion that a child's safety may be at risk to their supervisor (or, if their supervisor is involved in the suspicion, to the Principal or delegate)
- Promote the cultural safety, participation and empowerment of Aboriginal and Torres Strait Islander children
- Promote the safety, participation and empowerment of children with culturally and/or linguistically diverse backgrounds
- Promote the safety, participation and empowerment of children with a disability
- Provide an environment that is supportive of all children's emotional and physical safety

### 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.

This position is covered by the conditions stipulated in the *St Leonard's College Agreement 2020*, and any subsequent Agreement.

It is a condition of employment that all employees are compliant with COVID-19 Mandatory Vaccination (Specified Facilities) Directions and any subsequent vaccination directions.

- The College:
  - is an equal opportunity employer
  - complies with the requirements of the Privacy Act
  - has a strong commitment to Health, Safety and Wellbeing
  - 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.