



Position Information Document

Digital Marketing Officer (ESO)

Reports To:

- ▶ Principal

Direct reports:

- ▶ Nil

Rostrevor College

Rostrevor is a Catholic Independent College in the Edmund Rice Tradition, educating both day and residential students from Reception to Year 12. The College is owned and governed by the Trustees of Edmund Rice Education Australia (EREA) and conducted by the Principal.

Vision

In a community where boys thrive, Rostrevor inspires its students to achieve their personal best in all endeavours and to become men for others who make a positive difference in the world.

Mission

Inspired by the good news of Jesus Christ, Rostrevor College provides an excellent Catholic education for boys in the Edmund Rice tradition. Operating at the frontiers of contemporary educational practice, our approach is grounded in four Touchstones:

- Liberating Education
- Gospel Spirituality
- Inclusive Community
- Justice and Solidarity

Additional information regarding Rostrevor College can be found on the College website
<http://www.rostrevor.sa.edu.au>

Position Purpose

The primary purpose of the Digital Marketing Officer is the delivery of the digital marketing engagement and content across all areas of the College and associated networks such as the Foundation and Rostrevor Old Collegians network.

This role will provide the graphic design, management, coordination, and analysis of all digital marketing elements including the website, social media channels, video, photography, eMarketing and SEO. The development of marketing content across College mediums and working with respective College Faculty will also be paramount in your role, in conjunction with the Development Office.

Furthermore, critical will be your ability to design the respective engagement and marketing campaigns across advertising channels such as Out of Home, Publications, Press, and external digital and social channels.

The role also includes the coordination of other traditional elements of marketing including signage (inside and outside of the College) and other collateral required across the College calendar year, supporting the Development Office broadly.

Key Relationships

INTERNAL

- ▶ Report to the Principal.
- ▶ Liaise with the Business Manager.
- ▶ Work in collaboration with members of the Development Office.
- ▶ Liaise with the Enrolments Officer.
- ▶ Liaise with the Principal's Assistant.
- ▶ Work in collaboration with members of Faculty as required from time-to-time.

EXTERNAL

- ▶ Graphic Design agency and/or creative freelancers in regard to the development of respective design.
- ▶ Website and digital/social media agencies.
- ▶ College photographer.
- ▶ Work with volunteer groups including but not limited to the Parents and Friends Committee (P&F), Rostrevor College Foundation in the development of digital and traditional marketing campaigns.
- ▶ Liaise with external consultants in PR and Marketing functions as required.

Authority

This position is authorised to make decisions that fall within the scope of the Rostrevor College Strategic Plan (e.g., budgeted expenses relevant to special events and community activities) and is required to monitor budgets for these events in conjunction with the Business Manager. All delegation limits as resolved by the College Business Manager to be adhered to on a transaction-by-transaction basis for sign-off and annual budget allocations.

Key Responsibilities

Graphic Design

Working within the design and brand guidelines, your own design skills must include the capability to develop and coordinate College content across all engagement platforms, including:

- ▶ Digital mediums.
- ▶ Traditional mediums.
- ▶ Social mediums.
- ▶ Inside the College grounds.
- ▶ College Annual, magazines, publications, and collateral.
- ▶ External advertising across metropolitan and regional markets.
- ▶ College networks such as the Foundation, Rostrevor Old Collegians and Parents & Friends Association (P&F).

Website, Social Media, and Database Marketing

- ▶ Champion day-to-day management of the College website including content development with respective College staff members. Website design and construction is outsourced.
- ▶ Analysis and recommendations to the continuous improvement of the website to grow consumer engagement and visitation.
- ▶ Support the Media Officer with content development for all College social media channels.
- ▶ Continuous improvement in the Search Optimisation of the website to grow audience engagement.
- ▶ Identify and act on potential communication initiatives in conjunction with the Principal/Executive.
- ▶ Oversight and ongoing improvement of the College 'marketing database', to further enhance the eMarketing and direct engagement opportunities.

Content Creation

- ▶ Development of compelling and 'on brand' static, video, and other digital content for use across College platforms such as website, social media, and in College presentations as required.
- ▶ Capture of 'in the moment' photography and video on a regular basis to enhance the 'live' and 'current' content to amplify engagement across all College platforms.
- ▶ Working with external creative support from time-to-time to ensure the College is the leader in content engagement for our College network and market.

Marketing Coordination

- ▶ Working with other members of the Development Office and respective College staff members, coordinate the relevant content to the specified project, engagement, or campaign.
- ▶ Engagement with College staff members as required for the planning, delivery, and implementation of case-by-case College activations inhouse and externally off site.

- ▶ Support the gathering and coordination of content and images in line with the planned brief to prepare, collate and print the Rostrevor Magazine(s), College Annual, other publications, and collateral.

Event Support

Events at the College are numerous; the Development Office should be, at the very least, aware (as much as possible) of all events and endeavour to assist/support where possible, i.e.,

- ▶ Working with internal and external resources as well as volunteers to support the coordination of key College events including Open Days, Fundraising events, Intercol celebrations (bi-annual), Presentation Night and other special events as approved through College Leadership Team or as directed by the Principal.

Additional Responsibilities

- ▶ Additional duties outside of the scope of this document may be required.
- ▶ At times, the Digital Marketing Officer may be required to perform work outside of business hours to fulfill the requirements of the role.
- ▶ Will be required to comply with all organisational policies and procedures.
- ▶ Have a commitment to uphold and contribute to the ethos of Catholic schools in the Edmund Rice Tradition.
- ▶ Understand the employer's requirements and act in accordance with South Australian Commission for Catholic Schools (SACCS) and the school's policies, guidelines, and procedures.
- ▶ Participate in relevant professional development activities.
- ▶ Meet annually with supervisor to review the scope and requirements of this position and make any alterations as agreed.

Person Specification

ESSENTIAL

- ▶ Experience in graphic design and content creation across traditional and digital mediums.
- ▶ Strong verbal and written communication skills.
- ▶ Demonstrated ability to develop and maintain strong networks.
- ▶ Demonstrated ability to plan and organise workload in order to achieve objectives.
- ▶ Capacity to work effectively with a broad range of individuals and as a member of a multi-disciplinary team.
- ▶ Computer skills across the appropriate Microsoft suite of products, design platforms (e.g., In-Design), website content management systems and general database management skills.
- ▶ Ability to exercise judgment and initiative to resolve issues encountered.

DESIRABLE

- ▶ Qualifications in graphic design and digital marketing skillset or a similar content creation capability.
- ▶ Experience within the education sector is desirable, but not essential.
- ▶ Demonstrated understanding of the traditions of Catholic Schools in the Edmund Rice tradition.

Role Outcomes and Key Performance Indicators

OUTCOME

► Graphic Design

KEY PERFORMANCE INDICATOR

- The brand identity is consistently reflected across all College advertising, engagement activations and mediums.
- Continuous improvement is achieved in the design application on all marketing activations and engagements.

► Website, Social Media, and Database

- Strive to lead the market in website and social/digital media engagement with increasing results of activity achieved through all platforms.
- Evolution of an 'all of College' marketing database that is segmented through behavioural, geographical and relationship to the College parameters.

► Content Creation

- Development of high-end dynamic content across all aspects of engagement including video, static and digital mediums.
- Capture of content that maximises the specific 'moment in time.'

► Marketing Coordination

- Successful coordination of marketing activities as directed through the Consultant - Strategy and Marketing or Community Engagement & Marketing Manager.
- Engage and contribute with members of staff in the planning, delivery and finalisation of College publications and collateral.

► Event Support

- Successfully support and contribute in the delivery of the appropriate events as directed. This includes engagement in event committees and other support as required.

► Administrative

- Completion of work within appropriate quality standards and required time specifications.
- Care and protection of College resources, assets, and property.
- Exercise initiative, discretion and maintain confidentiality to the highest order.

Child Protection Awareness

Rostrevor College assures the right of every member to a safe environment and the responsibility of every person to promote safe practices. Rostrevor College is committed to Child Protection and protective practices. This includes responsibility of the College's employees for Child Protection. Rostrevor College's Child Protection Policy is available on the College portal.

Child-Safe Environments Responding to Abuse & Neglect: Education and Care training is now a compulsory certificate for all staff working in a school environment and all staff need to attend 3-yearly updates.

Work Health & Safety Requirements

As a Worker, while at work you must:

- ▶ Take reasonable care for your own health and safety.
- ▶ Take reasonable care that your actions or omissions do not adversely affect the health and safety of other persons.
- ▶ Cooperate with any reasonable policy or procedure of the employer that is related to health and safety at the workplace that has been notified to workers.
- ▶ Comply, in so far as you are reasonably able to, with any reasonable instruction given by the employer.

Reference: Division 4, Section 27 and 28 WHS Act 2012.

Pay Specifications/Terms and Conditions

The incumbent will receive the appropriate salary with entitlements to sick leave, holiday pay and holiday loading. The College will make contributions from its funds to the Non-Government Schools Superannuation Trust or an alternative nominated approved superannuation fund in accordance with the Superannuation legislation and award obligations.

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| ▶ Employer: | Rostrevor College |
| ▶ Award: | CESA Enterprise Agreement (2017) |
| ▶ Category: | Educational Support Officer |
| ▶ Stream: | Other Professionals |
| ▶ Classification: | Grade: 4 Year: TBA |
| ▶ Type of Appointment: | Permanent Full-time |
| ▶ Hours of Work: | 37.5 hours per week |
| ▶ Weeks per Year: | 45 weeks per annum |

Flexibility may be required. Hours of work to be undertaken as per negotiation and agreement with the Principal or Business Manager, based on the needs of the College.

Reasonable overtime may be required. Overtime must be approved, prior to the work being undertaken, by the Principal or Business Manager. Only authorised overtime will be paid.

Specific Requirements

Acquire and maintain:

- ▶ South Australian Working With Children Check to work in Catholic Education SA.
- ▶ Approved *Child-Safe Environments Responding to Abuse & Neglect: Education and Care* training.

Acknowledgement

I have read and understand the requirements of this position. I acknowledge that this *Position Information Document* has been designed to indicate the general nature and level of work performed by the incumbent and is not a comprehensive listing of all responsibilities, tasks, and outcomes.

Employee:

Signature:

Date:

Principal:

Signature:

Date:
