



EMANUEL SCHOOL

Role Description

Role: Digital Media and Community Engagement Assistant

Reporting to: Manager of Marketing and Communications

Department: Marketing and Communications

Type: Part-time (0.5)

Summary of Position

To develop and maintain a strong engagement with the School, by the Emanuel Community, through digital engagement.

This role will contribute to the development and delivery of the marketing, communications and community engagement strategy. The successful candidate will be a digital marketer with a strong background in developing online communities and content curation, as well as having proven experience in maximising user engagement and interaction.

Key Responsibilities

This role encompasses the following key areas:

- Support and delivery of digital engagement, online content and social media strategy
- Assist with the development of an effective social media plan
- Enhance and develop the School's existing social media channels, including Facebook, LinkedIn, Instagram, Twitter, as well as scoping new opportunities
- Create dynamic content across multi-platforms, including conventional written, graphic and video content
- Develop content following search engine optimisation (SEO) that engages our community and supports and supports fundraising objectives
- Work as part of the Marketing and Communications team to develop social media strategies and campaigns to support school events and achievements.
- Contribute to the overall communications strategy
- Assist ICT Team in managing the alumni and Geshher database
- Collaborate on prioritising key organisational messaging for promotion across digital channels in line with the editorial calendar
- Take responsibility for user experience and engagement across Emanuel's digital channels

- Stay up-to-date with the latest digital innovations and ensure Emanuel is kept abreast of major trends, development and opportunities by staying informed
- Assistance with events and activities as deemed appropriate

Qualifications and Employment Experience

- Appropriate Tertiary Communications or Marketing qualifications, or equivalent experience.
- Demonstrable experience managing online communities

Selection Criteria

- Experience in implementing marketing and communications strategy;
- Demonstrable content curation experience;
- Excellent writing, design and video editing skills;
- Demonstrable experience using digital platforms including, but not exclusive to, email marketing platforms, Facebook, LinkedIn, Twitter, Instagram, blogs and others;
- Excellent verbal communication skills;
- Excellent stakeholder management skills, both internal and external;
- Excellent time management skills, an ability to deal with competing priorities within a team; and
- High degree of professionalism, integrity and ethical behaviour

Shared Values

All organisations have a culture that is built on the shared values of its people. It is an expectation that employees will strive to uphold the values that are fundamental to the School, which include:

- Empathy – be supportive of the needs of staff, students and the wider school community
- Communication – be an effective communicator, both verbally and in writing
- Efficiency – setting priorities to work effectively with minimum supervision
- Drive and commitment – setting high personal standards of performance, striving for results and success
- Positive attitude – is positive in approaching and undertaking all duties
- Timeliness – completes tasks in accordance with set timeframes
- Professional learning – participates in required professional development and demonstrates application of skills learnt
- Continued support of School ethos.

About Emanuel School

Emanuel School is committed to providing co-educational excellence in a Pre-school to Year 12 continuum. We value the individuality of all students and encourage the development of their special interests and talents. Our objective is to extend our students to the best of their ability, and to foster a love of learning, a strong sense of community and a pride in their Jewish heritage. We strive to create an environment in which genuine acceptance and understanding can develop. These concepts are reflected in the School motto “Mind, Spirit, Being”.

Emanuel School is small enough to provide an individual, nurturing environment and large enough to provide a wide range of subjects and opportunities for our students. Emanuel School is a dynamic learning community within an intimate learning environment delivering strong academic outcomes. The School occupies the Stanley Street site with around 880 students from Preschool to Year 12, comprising a two-stream K-4 and three streams thereafter. The School's commitment to excellence, quality, service and value ensures that it continually improves the delivery of all its programs for the benefit of its students. There are many opportunities for students to participate in a wide range of activities and students have a strong commitment to community service.

Values

Emanuel is a Jewish Community School that nurtures a commitment to Jewish community, heritage, ethical living and the State of Israel. We do this through a commitment to egalitarianism, pluralism, coexistence, tradition, mitzvot, Torah and Hebrew. We do so as Jewish, Australian and Global citizens. In particular we value:

Excellence	Integrity	Justice
Perseverance	Responsibility	Community
Lifelong love of learning	Compassion	
Respect	Generosity	

Role Description: July 2019