



EMANUEL SCHOOL

DIGITAL CONTENT CREATOR ROLE DESCRIPTION

Role Purpose:

The purpose of this role is to develop and maintain a strong connection with the Emanuel Community through digital engagement.

This role will contribute to the development and delivery of the School's marketing communications. 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.

This is a permanent, part time position. The hours are 19 hours per week to be worked over 3 days. This is a term-time only role. Flexible working options, including working from home, will be available after the onboarding period. Attendance at school events outside of school hours will be required at times.

Responsibilities & Reporting Lines

Reporting to the Marketing and Communications Manager, this role encompasses, but is not limited to the following key areas:

- Overseeing the day-to-day management of the School's website
- Working with the Communications team to conceptualise and implement a plan for the redevelopment of the existing website (2022)
- Creating videos from inception to completion to promote the School
- Providing advice on the best-practice integration of the School's social media platforms, including creating and posting content that is timely and relevant
- Working with the Communications team to develop integrated communications campaigns that support and promote the School's vision and values and the marketing strategy
- Photographing day-to-day activities and events
- Contributing to the overall communications strategy
- Staying up-to-date with the latest digital innovations, major trends, and opportunities
- Assistance with events and activities as deemed appropriate

Skills & Qualifications Required

The following qualifications and experience are essential for this role:

- Appropriate tertiary Digital Marketing qualifications, or at least two years of equivalent experience
- In-depth videography and photography experience
- Advanced experience using video and photography editing software
- Experience in website development from conceptualisation to implementation
- Demonstrable experience managing online communities
- Advanced copywriting skills
- Experience in implementing a digital communications strategy;

The successful candidate will have the following skills:

- Demonstrable content curation experience;
- Excellent writing, design and video editing skills;
- Demonstrable experience using digital platforms including, but not limited to, email marketing platforms, Google sites, Facebook, Instagram and LinkedIn
- Excellent communication skills;
- Excellent stakeholder management skills, both internal and external;
- Excellent time management skills and ability to deal with competing priorities within a team; and
- High degree of professionalism, integrity and ethical behaviour
- Ability to work calmly under pressure, take initiative and work independently
- Appreciation of children of all ages and the ability to communicate and interact with them and their parents - from Preschool to Year 12
- A 'can do' attitude is essential.

Experience working in a school setting would be seen favourably but is not essential.

Emanuel Employee Qualities & Attributes

Emanuel staff are highly competent, passionate and engaging. They ensure the best possible learning environment for students and are committed to their own continued growth as professionals.

As an Emanuel employee, it is expected that you possess the following qualities and attributes:

- A passion for continually improving your practice and a commitment to ongoing professional learning.
- Capacity and desire to make a positive contribution to the wellbeing of students and fellow staff.
- Demonstrated strong interpersonal and communication skills and the capacity to develop and sustain productive relationships within the school community.

- Generosity in sharing your expertise with colleagues, and an openness to welcome observations and feedback from other staff.
- Support for the ethos of the School with a willingness to make a significant contribution to the life of the School.
- A team player who is keen to work with colleagues to best meet the learning and wellbeing needs of individual students.

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.

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.

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".

Values & Jewish Life

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

At Emanuel, we welcome staff and students of all backgrounds and religions. Applications are made without reference to a candidate's religion.