



EMANUEL SCHOOL

SOCIAL MEDIA AND DIGITAL CONTENT COORDINATOR ROLE DESCRIPTION

Role purpose

We are seeking a dynamic Social Media and Digital Content Coordinator to join our vibrant school community. This role is designed for a creative and tech-savvy individual who is passionate about storytelling and engaging with communities online. They will play a pivotal role in developing compelling content for our School's social media platforms, advising on digital best practices, and maintaining a proactive and engaging online presence that reflects our school's values and achievements.

This is a permanent, part time position. The hours 8am – 4pm, three days per week (Monday and Tuesday are required, flexible with either Wednesday or Thursday). Shorter hours over four days would also be an option. Attendance at school events outside of school hours, or on the days you don't work will be required at times.

This role works all year round, with four weeks of annual leave. Additional time off during school holidays may be available by mutual agreement. Flexible working options, including working from home, will be available after the onboarding period.

Responsibilities and reporting lines

Reporting to the Marketing and Communications Manager, the responsibilities of this role include

- Content creation and management: Develop and curate engaging content for social media channels, including short clips for daily posts and longer videos for school events, utilising strong videography and photographic skills.
- Social media strategy: Provide expert advice on best practices for digital media, manage the social media calendar, and ensure regular posting across a number of platforms to engage with our community effectively.
- Website maintenance: Assist with the completion of pages and content for the School's new website. Update and maintain the website, ensuring content is fresh, relevant, and aligned with our school's values.
- LinkedIn content sourcing: Source and adapt content for our LinkedIn profile to connect with alumni and educators, enhancing our School's network and visibility.
- Innovation and trends: Stay abreast of the latest digital innovations, trends, and opportunities, particularly in AI, to keep our digital presence at the forefront.
- Support marketing initiatives: Work with other members of the marketing team to support various activities and events, contributing creative ideas and digital content.
- Other tasks reasonably requested by the Marketing and Communications Manager and/or the Principal.

Skills and qualifications required

The following qualifications and experience are essential for this role:

- Appropriate qualifications e.g. Marketing / Digital Marketing / Social Media, or at least two years of equivalent experience
- In-depth videography and photography experience
- Advanced experience using video and photography editing software
- Demonstrable experience managing online communities
- Advanced copywriting skills

The successful candidate will have the following skills:

- Demonstrable content curation experience
- Excellent writing, design and video editing skills
- Demonstrable experience using digital platforms
- 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 and 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 and 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
- Perseverance
- Lifelong love of learning
- Respect
- Integrity
- Responsibility
- Compassion
- Generosity
- Justice
- Community

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

Emanuel seeks to be a child safe school

Emanuel School is committed to promoting the safety, welfare, and wellbeing of our students as our paramount priority. We seek to maintain a preventative, proactive and participatory approach to child safety, promoting student voice and agency.

Emanuel School has zero tolerance for child abuse and has established systems and policies to protect children, while in the School's care, from abuse and to promote physical, emotional, and cyber safety. The protection and wellbeing of students is the responsibility of all members of the Emanuel School community, and encompasses:

- a duty of care to ensure that reasonable steps are taken to prevent harm to students which could reasonably have been foreseen
- obligations under child protection legislation.

Emanuel School welcomes and celebrates diversity and remains committed to promoting the safety of every child.