

Digital and Social Media Specialist

Reporting to: Director of Enrolments and Community

Ascham values staff who demonstrate a positive, proactive approach to their work and have a willingness to participate in the life of the School. We look for energetic, dedicated and capable staff who are full of ideas and embrace a fast-paced environment, demonstrate initiative, empathy, a good sense of humour and professional behaviour to achieve the School's strategic objectives.

Why your role matters:

The Digital and Social Media Specialist is responsible for the end-to-end management of Ascham School's social media and digital channels. Planning and delivering all communications in this space, in alignment with the Schools Strategic Commitments, and seeking opportunities to create unique digital and social media content to grow engagement across the wider School community.

What you have to do to succeed:

- Embracing curiosity with a strong grasp of the latest trends in the digital and social media space
- Effectively deliver targeted social media strategies and communication plans for each of our stakeholder groups across our LinkedIn, Facebook, Instagram and YouTube channels
- Work closely with the Digital Communications Manager offering support in digital publications, production coordination, content creation and asset management.
- Highly skilled in photography, videography, editing and animation skills to bring to life our social media platforms.
- Strong background in using the Adobe Creative Suite software, in particular, Photoshop, InDesign, Premiere Pro and Illustrator.
- Manage the Schools digital signage
- Manage the Schools photo library platform (Pixevely). Including archiving all videos and photographs, liaising with the vendor and supporting staff across the campus
- Use professional judgement to solve or escalate problems when there are no clear methods or procedures in place for doing so, including resolving day-to-day issues to ensure the Director of Enrolments and Community workflow operates smoothly.
- Deliver specific objectives as agreed with the Director of Enrolments and Community to achieve the values, goals and strategies of the School.
- Ensure compliance with the School's Code of Conduct and all other internal policies and procedures

Essential Criteria:

- Demonstrated excellence in verbal and written communication with the ability to communicate effectively and inclusively with a wide range of people across all Ascham's stakeholder groups - including an ability to write engaging content
- Exceptional interpersonal skills and commitment to positive and professional relationships with all stakeholders
- Advanced levels of computer literacy and Microsoft Office 365 applications (SharePoint, OneDrive, OneNote, Teams, Word, Excel, PowerPoint, Outlook etc)

- Advanced levels in Photoshop, InDesign, Premiere Pro and Illustrator
- Well-developed time management and organisational skills with the ability to work proactively, autonomously, and successfully deliver to deadlines especially when under pressure
- Attention to detail
- A team player and a can-do attitude
- A valid Working with Children clearance