

# Digital Content and Visual Communications Officer | Position Description



**Position title:** Digital Content and Visual Communications Officer

**Reporting to:** Director of Community Engagement

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 Content & Visual Communications Officer is an exciting role in the Community Engagement team suitable for someone with interest and skill in digital content development and visual communication for social media, websites, EDMs (including eNews), films, podcasts and digital publications.

The successful candidate will report to the Director of Community Engagement and collaborate closely with the Engagement Team on campaigns and projects that showcase Ascham School and aligned to the School strategic plan.

The Officer will use excellent written communication skills and experience in digital content creation and editing, seeking opportunities to create unique digital and social media content to grow engagement across the wider School community. Content will be fresh, professional, accurate and engaging - to best meet the needs of Ascham School stakeholders both internally and externally, with a disciplined application of Ascham School brand identity and tone.

The role requires the Digital Content & Visual Communications Officer to make recommendations and provide feedback regarding digital content design and content principles (as well as technical requirements) across the organisation.

## Digital Content & Visual Communications Duties and Responsibilities:

Working as part of the Community Engagement Team, the Digital Content & Visual Communications will:

- plan, write, edit, create and load digital content with a clear focus on the Ascham School brand identity, tone of voice, style, audience needs and experience, in line with our School strategy, purpose and values.
- design innovative visual communications content for promotional EDMs (including delivering the weekly eNews), website assets, social media channels, events collateral, and in-house digital display communication
- Effectively deliver targeted social media strategies and communication plans for each of our stakeholder groups across our LinkedIn, Facebook, Instagram and YouTube channels. Delivering high-quality and engaging rich digital content, leading to tangible results for both reach and engagement
- Work closely with the Engagement Team offering support and planning to create effective and timely digital content across social media channels, EDMs and event collateral
- Highly skilled in photography, videography, editing and animation skills to bring to life our social media platforms.
- 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
- Participate in planning the calendar for the digital communication of the annual cycle of activities, and events to proactively ensure accurate and timely information meets the needs of all stakeholders

- 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
- Provide regular digital analytics reports from campaign senders, and social media to improve communication strategy and performance results
- Demonstrate commitment to actively contributing to a positive and professional work environment that fosters innovation, teamwork, high achievement, continuous improvement, and job satisfaction
- Deliver specific objectives as agreed with the Director of Enrolments and Community to achieve the values, goals and strategies of the School

### What do you need to succeed?

- tertiary degree or demonstrated experience in media communications, visual communications, and or multimedia communications
- excellent communication skills with the ability to confidently deliver clear and concise messages for effective online copy across all Ascham's stakeholder groups
- skills in creating user-centric content using contemporary techniques
- understanding of the methods and media of visual communication
- understanding of web design principles
- social media management: having the skills and knowledge to build out good quality social media content on a regular basis is more important to us than years of professional experience
- creating the social media calendar with careful planning for all channels, including writing, posting, scheduling and community management aligned to strategy
- email campaign experience importing members, creating emails, generating reports
- exceptional interpersonal skills and commitment to positive and professional relationships including the ability to liaise and negotiate effectively with a range of stakeholders to meet multiple deadlines amid competing priorities.
- 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. Comfortable with a range of editing tools, such as: Adobe Creative Suite, mobile creator apps, and in-app editing (Instagram Story and Reels creation etc.) a distinct advantage
- 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
- Ensure compliance with the School's Code of Conduct and all other internal policies and procedures

Name: \_\_\_\_\_

Signed: \_\_\_\_\_

Date: \_\_\_\_\_