



Emmanuel Catholic College

Whadjuk Boodjar, 122 Hammond Road, Success WA 6164
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www.emmanuel.wa.edu.au



Dear Applicant

Thank you for your interest in Emmanuel Catholic College.

Emmanuel Catholic College is an innovative and vibrant school community that seeks to deliver an engaging contemporary 21st Century education. We are a proud Catholic school, committed to providing a holistic education encompassing a vision where we strive to develop a strong sense in our students of the benefits in becoming men and women for the service of others.

All staff have a major role to play in achieving our mission and offering a quality education in line with our College Vision and Values.

We aim to attract employees who want to be part of a community of innovative, life-long learners, providing a safe and nurturing environment for our students, delivering personalised education, and striving for excellence.

Please see below items included in this package:

- Position Information
- Duty Statement
- General Information for Applicants

Any questions regarding this role can be directed to Mrs Laura Kendall, Director of Marketing on 9414 4000.

Kind regards

Mr Paul Watson
Principal

Position Information

Digital Marketing Officer

Part-Time, three-days per week, 41 weeks a year, ongoing

About us

Emmanuel Catholic College is a leading co-educational school for students in Years 7 to 12, located in Perth's southern suburb of Success. Emmanuel Catholic College opened its doors in 1999 to a small group of Year 8 students. It is now home to approximately 1,100 students.

The College name, derived from the Hebrew word Emmanuel, means "God is with us". The campus is a modern and vibrant learning area, equally enhanced by the natural beauty of both Lake Kogalup and the natural bushland area of the Beeliar Regional Park.

Emmanuel Catholic College acknowledges and pays respect to the Traditional Owners and Elders, both past and present of the land on which our College is located, the Whadjuk people of the Nyungar Nation.

Success Criteria

The successful applicant will:

- Possess or be willing to complete the requirements for Accreditation to Teach/Work in a Catholic School.
- A willingness to learn, innovate and be creative.
- Investment in ongoing Professional growth.
- The capacity to work independently and collaboratively.
- Uncompromising confidentiality.
- Very strong attention to detail.
- Ability to work as part of a team.
- Excellent communication skills (verbal and written).
- Excellent time management skills and the ability to meet deadlines in a timely and efficient manner.
- The ability to coordinate multiple projects at once.
- The highest degree of professionalism.
- Understanding and support of the Catholic Ethos.
- Punctual.
- High personal hygiene/safety standards.
- Uncompromising confidentiality

Essential Requirements

- Current Education Criminal Record Check.
- Current Working with Children Check (WWCC).
- Complete Mandatory Reporting Training.
- Complete Staff Code of Conduct Training.
- Acquire and/or maintain relevant Accreditation requirements to Work in a Catholic School.

Conditions and Salary

For Conditions and Salary, please refer to the Catholic Education Western Australia (CEWA) Enterprise Bargaining Agreement (EBA):

[Non-Teaching Staff](#)

[Salary Schedule](#)

Applications close at 3.00pm on Wednesday 8 February 2023

Duty Statement

Digital Marketing Officer

Emmanuel Catholic College is a contemporary, progressive and Innovative 21st Century school. The successful applicant is expected to apply a similar philosophy to their work through the production of creative, high quality, unique digital content. This position forms part of the College non-teaching, administration team and falls directly under the line management of the College Business Manager and by delegation the Director of Marketing.

As a member of staff, the Digital Marketing Officer plays an integral role in the Marketing and Communications at Emmanuel Catholic College. They will support the Principal and staff in the promotion and upholding of Catholic Values and the shared vision of the College. They will involve themselves as a member of the whole staff in enhancing the welfare and development of students in the College community.

This includes the promotion and maintenance of a positive public profile for the College and demands the highest level of professionalism, confidentiality and the capacity to work with independent initiative.

The Digital Marketing Officer is responsible for designing and implementing digital campaigns, including advertisements, videos, socials, news blog and other media as required. They are responsible for the undertaking of day-to-day photo and video requirements of the College. The role is responsible for planning, scheduling, implementing and evaluating digital initiatives in order to achieve the marketing and brand requirements of Emmanuel Catholic College.

Areas of Responsibility:

Promoting the College Profile and Public Relations

- Work closely with the Director of Marketing in developing new marketing strategies.
- Production of video and visual graphics for College promotion and communication, internal and external.
- Takes photos/video at College events and activities as required.
- Works closely with all staff in acquiring digital content.
- Maintains, monitors and supports the College's online presence, including website, social media platforms and all other digital engagement points.
- Assists with the management of the College's social media presence and communication across digital and social networks.
- Writes, develops, edits and publishes content and copy for the College digital platforms.
- Provide support with creating and editing all digital communications.
- Liaison with staff regarding marketing opportunities and queries.
- Assist with the updating of the College website using WordPress as required.
- Ensuring branding consistency College wide across all platforms (promotional materials, uniforms, collateral, communications, videos etc.) including assisting staff with requirements.
- Management of image library – including videography and photography at College events.
- Initiate and guide students input into College digital presentations.
- Professional and positive representation of the College.
- Other duties as requested by the Principal.

General Administrative tasks associated with supporting the Director of Marketing

- Manage own workflow in efficient and effective manner.
- Contribute to and help support where required, a broad range of school activities and have the flexibility to attend after-hours events and commitments to record the breadth and depth of the life of the College.
- Assist with and help manage internal and external enquiries to the Marketing Office and help with administrative duties relating to the Marketing Office as required.
- Miscellaneous tasks as directed by the Director of Marketing.

Essential Skills

- Strong understanding of digital marketing.
- High level of multimedia design experience and knowledge of preparing elements for digital purposes.
- Advanced photography, videography, photo and video production and editing skills.
- Experience using social media for professional dissemination of information, including analytics and integration with marketing and communication strategies.
- Working knowledge of Adobe Suite products, including InDesign and Photoshop.
- Demonstration of an innovative and creative approach to work.

Preferred Attributes

- Experience in Digital Marketing/Content Producer/Social Media role.

Key Attributes

- A willingness to learn, be creative and push ordinary thinking to great levels.
- The capacity to work independently and collaboratively.
- Uncompromising confidentiality.
- Very strong attention to detail.
- Ability to work as part of a team.
- Excellent communication skills (verbal and written).
- Excellent time management skills and the ability to deliver projects on schedule.
- The ability to coordinate multiple projects at once.
- Professional manner.
- Understanding and support of the Catholic Ethos.

Tenure and Conditions:

- Three-days per week.
- Total 40 weeks during term time (52% FTE).
- Workdays are 8am to 4pm.
- All annual leave is to be taken in school holiday time.
- All conditions can be negotiated with the Business Manager depending on individual circumstances.

After Hours Requirements at College Events include:

- College Graduation.
- Presentation Night.
- Alumni events.
- Sports Award Night.
- College Performing Arts events, including Musical Spectacular and MAD evenings.
- College events as required.
- Other events as specified by the Principal or Business Manager.

Appointment:

On appointment, the successful applicant will be required to:

- Have a current Education Criminal Record Check.
- Have a current Working with Children Check (WWCC).
- Complete Mandatory Reporting Training.
- Complete Staff Code of Conduct Training.
- Acquire and/or maintain relevant Accreditation requirements to Work in a Catholic School.

General Information for Applicants

Applicants must be fully supportive of the objectives and ethos of Catholic education and be involved in co-curricular activities as part of general duties.

All applicants must have a current Working with Children Check (WWC) and those applying for a teaching position must hold a relevant degree and be eligible for Registration with Teacher Registration Board of Western Australia (TRBWA).

Applications for a position at Emmanuel Catholic College must be consist of;

1. Covering Letter

The Covering Letter should clearly state the position being applied for and highlight the applicant's skills, knowledge and experience in relation to the position being applied for (maximum 2 pages) with a focus on the Essential Skills and Key Attributes listed in the Duty Statement.

2. Current Curriculum Vitae

The Curriculum Vitae should include, where relevant:

- Qualifications
- Employment History
- Subjects / Courses taught
- Relevant Professional Learning
- Reference to any Accreditation held within the Catholic sector
- Extra-Curricular Qualifications / experience
- Parish / Community involvement
- Membership of Professional Associations
- Contact details of three (3) professional Referees, one of which should be the current employer.
- If applicable, a Parish Priest should also be included.

3. Copies of any requested information

Requested Information - where applicable, applications should include copies of;

- TRBWA Registration status
- Proof of WWC
- Latest Academic Transcript
- Proof of Accreditation

Applications should be addressed to the Principal, and uploaded via the Emmanuel Catholic College website form: [Application for Employment – Emmanuel Catholic College](#)

Further information can be obtained by contacting the Director of Marketing, Mrs Laura Kendall on 9414 4000.