



POSITION DESCRIPTION

Position: Social Media Officer - Internship

Classification: ATO Level 2

Reports to: Director of Community Relations

Tenure: Fixed-Term

Working under the Marketing and Communications Coordinator and reporting to the Director of Community Relations, the Social Media Officer will be responsible for implementing the College's social media and its deployment across a variety of social media networks. The Social Media Officer will be instrumental in improving the consistency and creativity of the College's online presence and designing content that supports our strategic plan.

KEY RELATIONSHIPS: Marketing and Communication Coordinator, Director of Community Relations, Staff, Students

The outline of this role is as follows:

1. MAIN RESPONSIBILITIES

- Assist in developing new marketing strategies to enhance the school's online presence and engagement through social media platforms
- Create and refine compelling content for the school's social media platforms, ensuring its alignment with the school's brand, values, and messaging
- Incorporate videos, photography, and graphics to enhance engagement and captivate the audience
- Collaborate closely with staff members to ensure accurate and impactful content is conveyed across social media platforms
- Measure, review, and report on the performance of the school's social media platforms, providing insights and recommendations for improvement
- Stay up-to-date with social media trends, tools, and best practices to optimise the school's social media strategy
- Support and contribute to the overall marketing and communication efforts of the school as needed
- Capture captivating imagery for the school's social media channels and the Reflections publication. Make sure that the photographs are in line with the school's brand, messaging, and aesthetic, creating a cohesive visual narrative
- Other duties as required

2. SELECTION CRITERIA

Essential

- Model and maintain the Catholic and Mercy ethos and traditions of the College
- Exceptional written and verbal communication skills, with a knack for creating engaging and impactful content across different media formats (text, video, photo)
- Experience in using social media management tools and platforms, understanding of SEO principles, and familiarity with web design and publishing
- Strong organisational and time-management skills, with the ability to manage multiple projects and deadlines simultaneously
- Proven ability to work collaboratively in a team setting, with a commitment to fostering a positive, inclusive, and productive work environment
- Basic photography skills, with a good understanding of photo composition and editing
- Knowledge of the education sector, or a willingness to learn and adapt to the sector, would be beneficial
- A proactive and innovative approach to work, with a strong desire to stay ahead of social media trends and leverage new tools and practices to enhance the school's online presence

Desirable

- Tertiary degree in relevant/ related field
- Experience in social media campaigns
- Portfolio of previous work
- Photography experience with both DSLR camera and mobile phone

3. TERMS OF EMPLOYMENT

- Occasional evening and/or weekend work will be required
- Six weeks annual leave
- Working with Children Check (WWC) required
- National Criminal History Check (as issued by the Department of Education WA)

Date Reviewed: May 2024