POSITION DESCRIPTION

POSITION TITLE	**Digital Content Officer**	
REPORTS TO	**Manager, Teaching and Learning**	
MAIN PEOPLE INTERACTIONS	**INTERNAL** Manager, Teaching and Learning Manager, ICT & STEM Learning Technologies Developer Consultants Administrative support officers	**EXTERNAL** Schools Providers/suppliers Guests
POSITION PURPOSE	Produce high quality and engaging content for digital platforms to improve brand awareness and user experience.	
PURPOSE, VALUES, AND STATEMENT OF INTENT	**PURPOSE** Supporting and serving our Independent Schools and their communities to be the best they can be. **VALUES** • Service • Stewardship • Equity **STATEMENT OF INTENT** The provision of professional services and advice to promote excellence in Independent Schools, through: • Effective representation and advocacy for the Independent School sector • Promoting the independence of schools and protecting their autonomy in ways that contribute to the diversity of educational options for students • Maintaining strong relationships with the other education sectors and other education stakeholder • Supporting schools in their mission through fostering sound leadership and good governance; and • Building partnerships between schools.	
EXPECTED BEHAVIOURS AND ATTITUDES	1. Actively support AISWA's Purpose and Statement of Intent 2. Comply with AISWA's values 3. Comply with all Policies, Procedures and Codes 4. Comply with all Health and Safety laws and AISWA procedures and actively contribute to maintaining a safe, healthy and hazard-free environment; and 5. Demonstrate: ● energy, enthusiasm and drive ● self-awareness and consideration ● an ability to maintain confidentiality ● honesty and an outstanding work ethic ● loyalty to the role, people and AISWA ● commitment to continuous improvement ● a positive and proactive attitude; and ● respect for self and others.	

KEY POSITION RESPONSIBILITIES	TASK FOCUS AREAS
Digital content creation	- Plan and create compelling, informative, high quality digital content for different audiences, managing end to end production including ideation, scheduling, copywriting/editing, image sourcing/creation and upload, and ensuring currency, consistency of messaging and corporate voice, and strategic alignment - Assist in developing and implementing ongoing strategy and targeted digital communication activities to expand reach, engagement and growth - Create and manage a social media content calendar - Monitor and evaluate reach and performance of social posts - Create simple publications such as infographics, event advertising, case studies, email signatures, workflow diagrams - Create and edit simple video productions that support amplification of content - Use *Articulate* software to create and translate online content using best-practice design ideas - Apply workflow processes and maintain tracking documentation and version-control processes - Source commercial suppliers, request quotes and process payments as required - Assist the Learning Technologies Developer as required - Assist with other communications activities as required
Stakeholder liaison	- Liaise with staff internally, and externally as required to gauge needs and opportunities for engagement, digital exposure, and resource development - Monitor stakeholder interaction with digital content and respond to audiences as required - Provide support for staff to access and use digital platforms, and create and amplify engaging content

QUALIFICATIONS, SKILLS, AND EXPERIENCE	
Essential Qualifications	- Tertiary qualification in marketing, communications, or other relevant area - Current Working With Children check - Current National Police Clearance
Skills and Experience	1-3 years experience working in a digital marketing environment or similar (desirable) - High-level proficiency with Microsoft Office software including Word, Publisher, Excel, PowerPoint, Outlook, Teams - Experience working with a range of applications such as Articulate and/or Captivate, Moodle (or experience with other LMS platforms), Illustrator, In Design, Photoshop, Premier Pro (or similar), Camtasia, Acrobat, AnyFlip - High-level proficiency across social media platforms - Strong organisational skills and ability to balance and manage workload within time constraints - Excellent oral and written communication skills, including strong ability to write succinct and compelling copy - Strong analytical and problem-solving skills - High attention to detail - Basic understanding of copyright requirements - Ability to work collaboratively and independently

Employment Information Collection Notice

1. In applying for this position, you will be providing AISWA with personal information. We can be contacted at PO Box 1817, Osborne Park DC WA 6916 or at 3/41 Walters Drive OSBORNE PARK WA 6017, by email at admin@ais.wa.edu.au or by phoning (08) 9441 1600.

2. If you provide us with personal information, for example, your legal name and address or information contained on your resume, we will collect the information in order to assess your application for employment. We may keep this information on file for a period of up to 60 days if your application is unsuccessful in case another position becomes available unless you advise us otherwise.

3. AISWA's Privacy Policy contains details of how you may complain about a breach of the Australian Privacy Principles (APP) or how you may seek access to personal information collected about you. However, there may be occasions when access is denied. Such occasions would include where access would have an unreasonable impact on the privacy of others. The AISWA Privacy Policy can be viewed via: http://www.ais.wa.edu.au/scripts/privacy.cfm

4. We will not disclose this information to a third party without your written consent.

5. We are required to collect information regarding whether you are or have been the subject of an Apprehended Violence Order and certain criminal offences under Child Protection laws. We may also collect personal information about you in accordance with these laws.

6. AISWA may store personal information in the 'cloud', which may mean that it resides on servers which are situated outside Australia.

7. If you provide us with the personal information of others, such as your Referees, we encourage you to inform them that you are disclosing that information to AISWA and why, that they can access that information if they wish, and that AISWA does not usually disclose the information to third parties.