



**POSITION DESCRIPTION
DIGITAL ENGAGEMENT OFFICER**

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Section 1. School Identification

Kingsway Christian College (governed by the Kingsway Christian Education Association (KCEA) Inc.), located at 157 Kingsway, Darch, 6065 Western Australia

Section 2. Mission, Vision and Values

Kingsway Christian College is a co-educational non-denominational Christian day school with approx. 1400 students enrolled in K-12. The College has a friendly professional team of staff, modern facilities and attractive employment conditions.

The College has in place organisational Mission, Vision and Values which reflect the strategic directions of the College governing body, the Kingsway Christian Education Association (KCEA) Inc.

At Kingsway, we support and nurture our students so they can excel in their education, strive for excellence and develop their individual character. The College campus technology and infrastructure is designed to support creativity and innovation.

The College is committed to providing students with a safe and friendly learning environment, and to this end has in place policies and procedures for the recruitment and screening of staff, suitable to work with children and young people, who meet the selection criteria. The College is free of alcohol, illegal drugs and tobacco.

Kingsway provides a supportive environment for staff and is committed to staff health and well-being through various initiatives including a Wellness Programme incorporating an Employee Assistance Programme.

Kingsway Christian College thrives on bringing out the best in its people who go on to influence the world around, for the glory of God.

Section 3. The Position

Position Title:

Digital Engagement Officer

Section/Department/Learning Area:

Community Engagement

Workload and Tenure:

Part-time (0.5FTE) - Permanent Appointment.

Ongoing appointment is subject to the satisfactory completion, by the appointee, of a three (3) month probationary period, to standard acceptable to the College.

Section 4. Remuneration Terms and Conditions

KCEA Inc. Education Assistants and Non-teaching Staff Enterprise Bargaining Agreement 2014-2017.

Section 5. Reporting

Overall responsibility for the College lies with the Principal supported by the Senior Leadership Team (SLT) comprising the positions of Director of Corporate Services, Dean of Secondary, Dean of Primary, Director of Christian Formation, Director of Community Engagement and the Director of Information Technology.

The Digital Engagement Officer reports directly to the Director of Community Engagement.

Significant Working Relationships:

- Director of Community Engagement
- Enrolments Officer
- Senior Leadership Team

Section 6. Responsibilities and Duties

Overview

The Digital Engagement Officer is a team-orientated, creative member of the College's Community Engagement team with responsibility for the development, implementation and analysis of integrated digital and offline marketing activities which support enrolment, alumni development, staff recruitment, and community engagement.

A key focus of this role is the identification and creation of compelling content which promotes KCC as a vibrant learning community and shares the stories of our students, staff and College to the broader community.

This is a hands-on, operational role with a high level of visibility across the College.

Christian Values

The position requires you to be committed to the Christian vision of the College by:

- Celebrating and enjoying being a Christian and being part of a Christian community.
- Modelling Christian behaviour, practices and beliefs.
- Building cooperative and supportive relationships with staff, students and parents.
- Striving for excellence in performance and participation.
- Acting in the best interests of the College, the Association and its ethos.

Core Expectations and Key Accountabilities

The Digital Engagement Officer will:

- Working with the Director of Community Engagement to develop and measure an annual Strategic Marketing and Content Plan.
- Conceptualise and execute multi-channel marketing campaigns that drive enquiry from prospective parents, attracts high calibre staff to the College, promotes word of mouth, positions the College in the broader community, builds community connectedness and enhances Kingsway's unique value proposition.
- Develop an engaging content strategy and maintain and manage a content calendar.
- Create, repurpose and distribute compelling visual, digital and written content in internal and external communications, publications, email marketing campaigns, on the College website, social media and other channels and platforms.
- Manage the College's social media platforms and design and deliver a creative social media strategy.
- Enhance the College's visual identity, act as a College brand custodian and ensure the alignment of key messaging and tone of voice across all internal and external channels and platforms.
- Use data-driven insights, analytics and tracking to identify the effectiveness and impact of marketing initiatives and optimise accordingly.
- Maintain and optimise the College's website and other digital platforms.
- Support staff with their marketing needs and act as a marketing Subject Matter Expert (SME).

- Liaise and supervise professional photographers and videographers, as required.
- Take video and photography of key College activities and events, as required.
- Write, edit and deliver key publications including the Kingsway Chronicle magazine and the Annual Report.
- Craft, respond and distribute media releases, news articles, and thought leadership from the Principal, to position the College in the broader community.
- Manage the College's online reputation.
- Provide support for College events when required, including community engagement events.
- Collaborate and participate on team and College-wide projects, as required.
- Be visible around the College, including attending specific stakeholder events such as whole College special assemblies and staff engagements.
- Other tasks as requested by the Director of Community Engagement.

Core Expectations

- Maintain strict confidentiality with respect to the College's business;
- Display a strong commitment to the strategic direction of the College;
- Display a strong dedication to customer service;
- Foster a commitment to continuous improvement and the value of collaboration and sharing of knowledge and information;
- Embrace the ethos of a life-long learner;
- Comply with KCC policies and procedures;
- Demonstrate overt support for the College values;
- Develop and maintain positive working relationships with stakeholders, particularly during times of organisational disruption; and
- Commit to establishing relationships, shared connections and ensuring harmony between people.

Section 7. Selection Criteria

Pre-requisites

1. Satisfactory Department of Education Criminal History Clearance no more than 3 months old.
2. Working With Children Check clearance.
3. Written reference from Church Pastor/Minister.
4. Legally entitled to work in Australia with proof of Australian Birth, Citizenship or residency visa details.
5. Personal faith and commitment to the Lord Jesus Christ including regular church attendance and a lifestyle consistent with the expectations of Christian faith.
6. Supportive of the aims, principles and tenets of Kingsway Christian Education Association Inc. at Kingsway Christian College.

Essential

1. Proven ability to write and edit journalistic, marketing and communications materials and the ability to tell a good story.
2. Strong relational skills with a customer-centric mindset.
3. Strong organisational skills with an attention to detail and the ability to prioritise.

4. ICT skills at a medium to advanced level - competent with the Microsoft Office suite of applications, experience with, website content management systems (CMS) and customer relationship management (CRM) platforms.
5. Creativity, storytelling and copywriting ability.
6. Knowledge of social media platforms & trends.
7. Integrated communications channel & media knowledge.
8. Proactive and inquisitive nature, with a solution focused approach.
9. Excellent communication and relationship building skills.
10. Ability to show initiative, work independently and as part of a team.
11. Experience working with the Adobe Creative Suite (Photoshop, Premiere, InDesign, Audition).
12. Photography/videography skills along with editing and post production experience.

Desirable

1. Demonstrated digital marketing skills obtained in a College, university or not-for-profit environment (preferred).
2. Tertiary qualifications in marketing, communications, or business.
3. Experience with customer relationship management (CRM) platforms.
4. Podcast production experience.
5. Understanding of SEO, analytics tools and measuring marketing ROI.
6. Previous graphic design and publication experience.
7. Previous school experience or ability to translate relevant skills to a school environment.
8. Relevant qualifications.

Section 8. Application

For full details please visit the College [website](#) or contact the HR Manager on 9302 8777 or HR@kcc.wa.edu.au.

Applications must include a completed Admin & Support Staff Application Form, responses to the selection criteria above, a detailed CV and your Pastor's reference.

Applications Close: 12 noon, Thursday 25 August 2022

**Peter Burton
Principal
August 2022**