



MLC

Methodist Ladies' College Position Description

Position:	Digital Content Producer
Reports to:	Marketing and Communications Manager
Department:	Marketing and Communications
Date:	August 2019
Duration:	Two year fixed term contract (may be extended dependent on business requirements).

Primary Purpose

The primary purpose of this role is to work collaboratively to generate creative and engaging digital content as well as manage the range of digital communication platforms used by the College, including external, public and internal platforms.

Position in Context

Methodist Ladies' College is one of Australia's most innovative and successful schools with over 2,000 students from our Early Learning Centre to Year 12. MLC Kindle offers a program for boys and girls aged from 6 weeks to 5 years while offering girls education from Prep to Year 12. With an extensive range of subjects, a large number of co-curricular offerings, an MLC education is broad and offers all students multiple choices.

The Marketing and Communications team is responsible for planning and delivering integrated marketing and communications campaigns which including internal and external communications, advertising, brand management, public relations and research using both digital and traditional platforms.

This role is positioned within the Marketing and Communications team and reports directly to the Marketing and Communications Manager.

The Digital Content Producer will work across all levels and departments of the College in establishing processes to enable effective support across both internal and external communications, utilising a number of digital platforms.

Key Contacts

Internal

- Marketing and Communications Manager
- Marketing and Communications team members
- Audio Visual team

- IT Applications team
- Admissions Manager / Admissions team
- Principal and PA to Principal
- Vice Principals and PAs to Vice Principals
- Heads of School and PAs to Heads of School
- Principal's Administration
- College Management Team
- MLC Development and Advancement Office

External

- External design agencies
- External digital agencies
- Photographers / videographers
- Audio Visual providers

Major Duties and Responsibilities

Reporting to the Marketing and Communications Manager, the Digital Content Producer has wide exposure to the College's entire marketing and communication functions within the Colleges' policies and procedures.

Specific duties include:

Digital Communications

- Work with internal departments and external suppliers to identify opportunities to improve communications through the development of interactive digital communications and marketing tools that meet audiences' needs.
- Working with relevant MLC departments, review the platforms currently utilised by members of the MLC Community, including social media (Facebook, Instagram, twitter), SharePoint for Staff and Student Dailies, eDMs direct to the wider MLC community, MLC website (and those of the co-curricular sub-groups), digital screens across the College, streaming of live events, and develop a strategy, process and action plan to ensure effective utilisation and sharing of content.
- Play a pivotal role in the planning, delivery and ongoing management of a new digital signage program across the College including the media wall in the new Nicholas Learning Centre.
- Establish protocols for the capture, collation and sharing of digital content and curate digital content for use on MLC's website and other digital platforms as appropriate.
- Assist in the development and co-ordination of video content requirements for MLC's website, social media and intranets, to ensure a consistency across the College
- Provide support in the development of additional content for newsletters, website content, marketing collateral, social media content and other communication materials as required.
- Monitor calendar of events for digital content opportunities and identify content to be captured, as well as utilise content already captured for delivery through relevant media.

- Support members of the marketing and communications department in their communications by collating and creating content for platforms including Facebook, LinkedIn and Instagram.

Platform Management

- Work with the Marketing and Communications Manager to establish protocols for the capture, collation, and sharing of digital content.
- Manage the continued roll out of MediaValet, the College's digital asset management tool. This includes management of the system, developing guidelines and training of staff.
- Take responsibility for overall content management (including the ability to clean-up and rewrite existing 'inhouse' digital content) to ensure a consistent look and feel about all content across the College, eg: for the school Hub sites, HR site for new staff.
- Responsible for the establishment of appropriate workflows and structures for capturing and curating content for a new AV Digital Signage System using a digital content aggregator that allows for the central distribution of digital content / communications throughout the College's digital screen network. The College's AV team will be responsible for installation and support of all digital signage hardware and management of the software platform would be jointly managed between College AV and IT Applications teams.

Stakeholder Management

- Establish strong relationships with MLC departments and staff to create develop content and improve communications.
- Establish strong relationships with MLC Community Groups, the Advancement Office and Parents' Association, to enable development of appropriate content to support these groups, as required.

Marketing

- As part of the broader team, contribute to the development of a Digital Communications Strategy for content across all platforms which includes consistent and appropriate messaging and improved user experience for multiple audiences.
- Assist the Marketing and Communications Manager and Marketing Co-ordinator in digital campaign analysis.
- As part of the Marketing and Communications team contribute to the development of the overall Marketing and Communications strategy.
- Assist in the content development for eDMs to communicate to a number of audiences including prospective families, current families and alumnae.
- Develop reports and utilise analytics to undertake analysis, and drive strategy and visitation to external websites and social media.

Administration

- Provide customer-orientated, friendly service to prospective parents, College staff, students and parents – in person, via telephone and email meeting MLC Service Standards for Communications.

- Provide support to Marketing and Communications team and cover MLC Reception as may be required.

Person Specification

Essential Criteria (competencies, qualifications, knowledge and experience)

- Digital Marketing / Communications tertiary qualifications.
- A minimum of 2 years' experience in a similar position.
- Possess a strong knowledge of the latest UI/UX best practices, as well as a strong familiarity with content management systems, social media platforms and analytics tools to benchmark and measure the performance of digital content.
- Understanding of audiences in the digital media landscape including in developing online presence, managing and creating web and video content.
- Image editing (Photoshop).
- Proficient in the Microsoft Office 365 Suite, with basic familiarity with HTML and content management systems.
- Outstanding writing, editing and proofreading skills and ability to write for various audiences and mediums.
- High level of interpersonal skills and the ability to establish relationships with internal and external stakeholders and work effectively across diverse groups.
- Ability to operate effectively both independently, with a high degree of initiative, and as part of a team.
- Excellent project management skills, with the capacity to manage multiple tasks simultaneously and work well under pressure.
- Adherence to all College policies and demonstration of behaviours in accordance with the Child Safe Standards.

Desirable Criteria (competencies, qualifications, knowledge and experience)

- Digital Content Creation / Communications experience within an Educational environment.
- Knowledge of desktop publishing and content management systems.
- Experience in working with Adobe Creative Suite.
- Strong grasp of the best practices and latest trends in digital news media and storytelling on social platforms.
- Demonstrated understanding of SEO and SEM, Google Display Network and AdWords.
- Experience in running reports in Google Analytics and troubleshooting in Search Console.

This position may involve occasional work outside normal office hours, including some after hours weekend work when required.

MLC performs thorough assessments of potential and existing employees. The assessments will be used to ascertain whether the potential or existing employee is a fit and proper person to be trusted to work in a school environment and in the position applied for or held. The screening process includes, but is not limited to, Criminal Records Checks and Working with Children Checks.

MLC's commitment to child safety

MLC is committed to the safety, participation and empowerment of all children. All members of our community, including employees, contractors, agency staff and volunteers, have an important role in providing students with a safe and nurturing environment in which to prosper and thrive. MLC has zero tolerance of child abuse, and all allegations and safety concerns will be treated very seriously and consistently within our policies and procedures.

MLC is committed to preventing child abuse through identifying risks early, and removing and reducing these risks. We have robust human resources and recruitment practices, supported by regular training and development.

We support and respect all children, as well as all members of our community. We are committed to the cultural safety of Aboriginal students, the cultural safety of children from a culturally and/or linguistically diverse background, and to providing a safe environment for children with a disability.

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