



## Saint Ignatius College Geelong

### Position Description

## Design and Digital Communications Officer

**Date:** January 2022

**Every staff member at Saint Ignatius College Geelong is expected, at all times, to support the:**

- **College's Catholic Ethos**
- **College's Ignatian Ethos**
- **College's Child Safe Policies and Procedures**
- **CECV Statement of Principles Regarding Catholic Education**

**All staff members at Saint Ignatius College Geelong are ultimately responsible to the College Principal via the Deputy Principal Staff, Identity and Operations. As the Design and Digital Communications Officer you will report to the Development Manager**

Nature of this role	<ul style="list-style-type: none"> <li>• The essential role of every staff member at Saint Ignatius College Geelong is to provide the best possible child-safe learning environment and pastoral care for each student according to the College Mission Statement and The Characteristics of Jesuit Education</li> <li>• The staff member appointed to the above position is expected to perform the duties as outlined in this description, in a professional and respectful way and act as a role model for students</li> <li>• The primary responsibilities of the Design and Digital Communications Officer is to ensure all communications within the College and wider community reflects the College ethos and values. They will be responsible for College publications, communications, advertising, social media and website.</li> <li>• This person will ensure that all professional contact with the public is positive and welcoming and promotes the College Ignatian Ethos</li> </ul>
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The general responsibilities and accountabilities of this role	<ul style="list-style-type: none"> <li>• Direct accountability is to the Development Manager</li> <li>• Develop and maintain collegial and professional relationships with colleagues</li> <li>• Contribute to a healthy and safe work environment for themselves and others and comply with all safe work policies and procedures</li> <li>• Always hold current certification for Level 2 First Aid and Anaphylaxis</li> <li>• Undertake a regular professional review</li> <li>• Support a performance and development culture</li> <li>• Adhere to all College policies</li> <li>• Undertake other duties as required by the Principal</li> </ul>
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<b>Specific Responsibilities</b>	<p><b>Publications and promotional material</b></p> <ul style="list-style-type: none"> <li>• Design all College publications, marketing and promotional material used by the wider community</li> <li>• Design and coordinate the production of handbooks, Magis year book, Alumni annual newsletter, College reports and all College stationary</li> <li>• Liaise with printers and suppliers</li> <li>• Advise and support staff on the design and production of print materials</li> <li>• Develop multimedia power points for major events i.e.: Open Day, Mosaic, College assemblies</li> <li>• Newsletter – manage collection of articles, preparation for publication and publishing. Liaise with Development Manager on editing of newsletter prior to circulation.</li> </ul> <p><b>Advertising and signage</b></p> <ul style="list-style-type: none"> <li>• Design and arrange the placement of all print and digital advertising and signage as directed</li> <li>• Design and implement a coordinated style for College signage across the campus (e.g., room numbers/names, emergency management signs &amp; maps, directional signs &amp; schematic maps)</li> <li>• Liaise with media and signage representatives</li> </ul> <p><b>Website uploading as directed by Development Manager to be regularly updated.</b></p> <ul style="list-style-type: none"> <li>• Organise the uploading of supplied content to the College website and other related websites, pages and portals including Alumni, Parents &amp; Friends, other</li> <li>• Ensure that the news section is updated on a weekly basis</li> <li>• Monitor and review the College website and ensure all information is accurate, updated and reviewed on a regular basis</li> </ul>

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Key responsibilities	<ul style="list-style-type: none"> <li>Develop training programs for personnel and other staff in relation to updating of information on the web. Various staff to be given access to upload and populate website eg. Performing Arts, Deputy Principals, etc.</li> </ul> <p><b>Brand management:</b></p> <ul style="list-style-type: none"> <li>Monitor the use of the SICG brand</li> <li>Produce guidelines on the use and application of the school brand</li> <li>Advise staff on the use of the school brand</li> <li>Develop templates, style guide and image bank</li> <li>Confer with the Principal and Development Manager on brand applications and development</li> </ul> <p><b>Image planning, collection, storage &amp; selection</b></p> <ul style="list-style-type: none"> <li>Devise and manage the College's image bank</li> <li>Support the Development Manager with the organisation of photography</li> <li>Maintain and tag images to support the preparation of publications</li> </ul> <p><b>Documentation</b></p> <ul style="list-style-type: none"> <li>Document and/update all processes relating to position</li> <li>Maintain procedures manual for assigned tasks</li> </ul> <p><b>Support ICT Staff and provide support for photocopier operation &amp; maintenance if/as required by the Director of Infrastructure</b></p> <p><b>Social Media/Digital Platforms:</b></p> <ul style="list-style-type: none"> <li>Creation of social media tiles, keeping in line with College branding and design. Social media tiles to be created in a timely manner</li> <li>Advertising and expanding digital footprints via platforms such as Facebook, Instagram and Google Ads</li> <li>Have the ability to create an effective digital marketing strategy</li> <li>Monitor social media content, and advice Development Manager of any inappropriate input by community.</li> <li>Art direction with social media keeping in line with College branding and current trends</li> <li>Adapt print media such as Magis Year Book to an online format, and successful distribution of this online resource to community</li> </ul> <p><b>Online Google presence:</b></p> <ul style="list-style-type: none"> <li>Strong understanding of SEO's and SEN's, and successful implementation to College website</li> <li>Uploading photography to Google platform, and refreshing images and text as required</li> <li>Monitoring Google Platform, and managing content uploaded by others, including removing of inappropriate reviews in a timely manner</li> <li>Other duties as required by the Development Manager and Principal</li> </ul>
Child Safety and Pastoral Care	<ul style="list-style-type: none"> <li>Be familiar with and comply with the College's Child Safe policy and Code of Conduct, and any other policies or procedures relating to Child Safety</li> <li>Assist in the provision of a Child Safe environment for students</li> <li>Maintain currency of Child Safe training</li> <li>Demonstrate a duty of care to students in relation to their physical and mental wellbeing</li> <li>Be an active participant in the College's pastoral care system</li> <li>Proactively monitor and support student wellbeing</li> <li>Exercise pastoral care in a manner which reflects Ignatian values</li> <li>Implement strategies which promote a healthy and positive learning environment</li> </ul>
Professional Development	<ul style="list-style-type: none"> <li>Commit to ongoing professional development in relation to your role and the school's Catholic/Jesuit Ethos</li> <li>Be open to researching areas of interest relevant to directions provided in the College's School Improvement Plan</li> <li>Continue development of ICT skills as technologies evolve</li> <li>Be an active member of a relevant professional association as duties permit</li> <li>Support collegial learning</li> <li>Maintain currency of first aid, mandatory reporting and anaphylaxis training</li> <li>Uphold the professional standards expected of this role</li> </ul>
General Administrative and College Community Duties	<ul style="list-style-type: none"> <li>Attend all relevant meetings, including staff meetings when the notification to staff specifically indicates that support staff are required to attend</li> <li>Attend whole-school events as required</li> <li>Attend staff liturgical events and staff faith days</li> </ul>

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	<ul style="list-style-type: none"> <li>• Use Information and Communications Technologies to enhance administration</li> <li>• Follow the College's financial requirements in relation to ordering and deliveries</li> </ul>
<b>Co-Curricular Involvement</b>	<ul style="list-style-type: none"> <li>• Support and be involved in the co-curricular program</li> <li>• Proactively encourage students to participate in co-curricular activities</li> <li>• Act as a role model for participating students</li> <li>• Create and maintain a safe environment in which students may enjoy their participation</li> <li>• Oversee the provision and care of relevant equipment materials and first aid requirements</li> <li>• Where appropriate, nominate participating students for awards or school colours</li> <li>• Consider participation in social justice activities/retreats/spiritual programs</li> </ul>
<b>Knowledge and Experience</b>	<ul style="list-style-type: none"> <li>• Relevant Qualifications or experience in a similar role</li> <li>• Ability to exercise initiative, judgement and discretion</li> <li>• Positive and professional disposition, inclusive of high levels of confidentiality and personal integrity</li> </ul>

This ongoing position is a newly established role within the College and as such, this Position Description is a guide only and is not intended to be an exhaustive or exclusive list of the duties attached to this position. The Position Description is subject to review and modification by the Principal, in response to the strategic direction of the College and the development of the skills and knowledge of the position, including the changing needs and in consultation with the incumbent.

#### **Remuneration**

Salary is according to Victorian Catholic Education Multi Enterprise Agreement 2018 as changed from time to time.

Position will be paid as an Educational Support Officer. Exact salary will be negotiated with successful applicant according to qualifications and experience.

It is expected that this position will be full time, category "C" – commencement date to be negotiated with successful applicant.

Hours: 8.30 to 4.45pm. (40-minute lunch break) 7.6 hours per day, 38-hour week.

#### **Other requirements**

Employees must have and maintain:

- Valid Working with Children Check
- Valid National Police Record Check, every 5 years
- Mandatory Reporting – compliant certificate
- Provide copy of Covid-19 Vaccination Certificate
- Level 2 First Aid
- Complete "School and Early childhood infection prevention and Control during Coronavirus (COVID-19)" training