

Introduction

Kennedy Baptist College's mission is "to provide educational excellence in a Christian context, addressing the needs of individuals for lifelong learning". We are committed to fulfilling this mission as a College community as we serve God by serving our students, families and each other. Underpinning the mission and culture of the College are our values defined as **faith, integrity, boldness, growth** and **service**.

- **Faith:** The Christian faith undergirds all the College's activities
- **Integrity:** The College Community demonstrates respect and honesty towards all its members and delivers on its promises
- **Boldness:** Staff and Students are bold in accepting the challenges on offer at the College and strive to achieve the best outcomes.
- **Growth:** College Community members develop their unique gifts and talents and strengthen their areas of weakness.
- **Service:** College community members serve others within the college, and local, national and international communities.

Role Summary

Position: Digital Communications Officer

Responsible to: Public Relations Officer (Marketing and Communications Officer)

Job Purpose: The primary objective of this role is to enhance the College's profile and reputation through effective management of digital communications and the creation of high-quality, engaging content. This includes the planning, production, and publication of materials across digital, print, and social media channels.

The position actively supports the Marketing and Public Relations efforts, ensuring that all branding and communications align with the College's vision, mission, and values. By fostering a cohesive and impactful online presence, this role will contribute to the College's overall strategic goals.

Responsibilities

Major Responsibilities

1. Consistently model the College's Vision, Mission and Values and exhibit professionalism in all interactions with students, staff, and external parties.
2. Responsible for developing and producing content across multiple channels, such as marketing materials, websites, blog posts, eNewsletters, and social media.
3. Be available to capture the essence of Kennedy's educational journey through photography and videography.

General Duties

Digital Content Management and Design:

- Curate and manage a weekly content calendar, scheduling posts for social media platforms. Monitor, moderate, and respond to engagement on the College's social media channels.
- Capture, edit, manage and produce multimedia content (photos and videos) highlighting Kennedy's educational journey for websites, social media, blog post, eNewsletter and other digital channels, ensuring that key College events are covered and have the desired acknowledgments.
- Maintain and manage media using a photo management system.
- Maintain and update the College website to ensure timely and accurate information.
- Ensure consistency in visual and written branding across all platforms.

Digital email campaign

- Create and distribute newsletters and other email campaigns using Campaign Monitor.
- Collate information, produce content, and oversee the preparation and distribution of digital email campaigns to our community, including fortnightly newsletters, semester newsletters, and P&F newsletters.

Community Relations & Events:

- Set up and manage ticketed events on our event ticketing portal.
- Assist in creating and publishing promotional material before events and conducting post-event surveys.
- Support the planning and execution of the Annual Community Open Day.
- Provide support for other major College events

Publications:

- Assist in designing, writing, and updating the College's publications and marketing materials.

Selection Criteria

Essential:

- Demonstrated commitment and capacity to actively promote the Mission and Values of Kennedy in the school community
- Relevant tertiary qualification and/or equivalent experience in digital communications.
- Skilled in using SLR camera for photography and videography, photo and videography editing software (Adobe Lightroom and Premiere Pro/Rush).
- Experience with Adobe Indesign, Illustrator, Photoshop and Canva for graphic design and digital content.
- Outstanding interpersonal skills (written and verbal) with the ability to liaise with students, staff, parents and the community
- Advanced Microsoft Office skills including Word, Excel, Outlook and PowerPoint.
- Ability to maintain confidentiality, and a good understanding of privacy
- Demonstrate initiative and creativity in all tasks, offering practical solutions.
- A current or able to obtain a Working with Children Check

Desirable:

- Experience in social media management and digital marketing.
- Experience in website and APP management.
- Experience in event planning and management.

How to apply

To apply for an advertised employment position at Kennedy Baptist College please fill in the [application form](#) on our website.

Please ensure you have ready your CV, Cover Letter Selection Criteria, references, a written reference from your church pastor/minister and digital copies of all academic records. You will be asked to upload these documents as part of your submission of this application.

Please Note: Should you be invited to an interview, given the position applied for involves working with and actively presenting the Christian Gospel to children, you will be asked your personal views on Faith issues. Given the Christian nature of the College and the expectations of all who enrol, agreement with the [College's Statement of Faith](#) is a pre-requisite.