



CASTLEMAINE STEINER SCHOOL & KINDERGARTEN

Position Description - Social Media and Digital Content Curator Permanent Part Time (0.4FTE)

POSITION DETAILS	Position Title	Social Media and Digital Content Curator
	Area	Admin
	Position Reports to	Business Manager
	Key Role Relationships	Principal, Business Manager, Admin Staff, Teaching Staff, Students, Parents
	Salary and Conditions	Educational Services (Schools) General Staff Award 2010 Level 6.1 - 8 This is a part time position at 0.4FTE (15.2 hours per week), and may be worked over 2-4 days. Due to the dynamic requirements of the role it may involve irregular work hours and after hours work.

ROLE CONTEXT	<p>Castlemaine Steiner School & Kindergarten is a well-established school on Djarra Country 5km from the township of Castlemaine. The school operates from uniquely designed rammed earth buildings, and is set on 18 acres of grounds and gardens that create an educationally stimulating and environmentally sustainable site.</p> <p>The Social Media and Digital Content Curator plays a key role in engaging with our families, alumni and the broader community and the broader community through online and other media.</p>
ROLE PURPOSE	<p>The key purpose of the role is to implement the school's marketing and communications strategy. The Social Media and Digital Content Curator engages with staff, students and parents at the school to curate stories relating to school activities and experiences to share on social media, newsletters, advertisements, news media and other internal and external communications media.</p> <p>This involves managing the school's social media engagement including liaising with staff, students and parents to create content and monitor online interactions, compile and edit the parent newsletter, and other tasks in line with marketing and communications strategies.</p>
KEY ACCOUNTABILITIES	<p>Key areas of accountability include:</p> <ul style="list-style-type: none"> • Implement and develop the School's marketing and communications strategies • Create and post social media content and monitor comments and feedback received • Coordinate publication of parent communications including newsletters • Review and manage website-based School information to ensure content is relevant, up-to-date and accurate • Develop and maintain marketing and promotional materials • Collaborate with other staff to collate and format content for published materials,

	<p>and to promote open days, festivals and other events</p> <ul style="list-style-type: none"> • Support Board and Executive team with school communications
SELECTION CRITERIA	<p>Key Selection Criteria</p> <ul style="list-style-type: none"> • Relevant marketing, public relations or communications qualifications or equivalent experience • Experience in a communications or marketing role, preferably a school or not-for-profit context • High level of creativity to maximise engagement • Working knowledge of Facebook (including Ads Manager, creating audiences, Facebook pixel and creating Facebook advertising campaigns); and familiarity with Instagram, YouTube, LinkedIn • Substantial experience in creating and managing content for social media including photography, graphic design, writing and copy-editing of visual and journalistic editorials/articles for a range of digital and print media • Excellent verbal, written and interpersonal communication skills • Excellent organisational skills • Competency with using IT applications including Office and Creative Development software. • Experience in working collaboratively in a team setting as well as the ability to work independently. • Excellent attention to detail and commitment to high quality outcomes. • A clear understanding of confidentiality in dealing with individuals or whole school matters. • First Aid qualifications (Level 2), or a willingness to undertake training • An affinity with the values of Steiner education and the School, and a commitment to ethical work practices and sustainability • Sound knowledge of legal obligations relating to child safety under Ministerial Order No. 870 Child Safe Standards <p>A current Working with Children Check and successful Criminal History / Police Check are mandatory requirements of this position.</p>