

POSITION DESCRIPTION

CREATIVE MEDIA MARKETING OFFICER



Organisational Structure

Christian Schools Tasmania is an Association of Christians that owns and operates four Christian Schools in the Greater Hobart Area – Calvin Christian School, Channel Christian School, Emmanuel Christian School and Northern Christian School. Each school has a Principal who is responsible for the educational leadership and management of the school.

A Board of Directors, through the Chief Executive Officer, governs the affairs of Christian Schools Tasmania. The Board is committed to operating in ways that utilise the strengths of being one Association, whilst recognising that each school is unique, and is led by the Principal appointed to that school. The Board expresses this commitment by establishing overarching guidelines or policies that guide the operational leadership of the Executive members.

- The Mission of Christian Schools Tasmania is to **provide the highest quality Christ-centred education that prepares and equips students for life.**
- The Vision of Christian Schools Tasmania is to **be a transformational Christian learning community.**
- The core Values of Christian Schools Tasmania are **Faith, Hope and Love. But the greatest of these is Love. (1 Corinthians 13:13)**

Overview

CST's Creative Media Marketing Officer plays a vital role in promoting the schools' mission, values, and educational programs to the wider community. The Creative Media Marketing Officer is responsible for creating and designing a range of print and digital media content for CST and its schools. including promotional videos, school magazines, brochures, posters, and other promotional materials.

This position requires a strong blend of marketing expertise, interpersonal skills, and a passion for connecting with the local community as well as knowledge and skills in the use of video editing and desktop publishing software.

Core Responsibilities

1. Video Production:

- Conceptualise, script, and storyboard promotional videos for CST and each school.
- Capture and edit video footage, incorporating graphics and animations as needed.
- Collaborate with relevant stakeholders to ensure videos accurately represent the school's ethos and objectives.

2. Content Creation:

- Develop engaging and visually appealing multimedia content, including videos, to effectively convey CST's mission and values, and to promote each school and their educational programs.

- Assist the Marketing Publications Officer with the design and production of school magazines, brochures, posters, and other promotional materials that align with the school's branding guidelines.
3. **Digital Media Management:**
- Assist with the maintenance and update of the schools' and CST's websites with fresh and relevant content.
 - Assist in the management of social media platforms to enhance CST schools' online presence and engagement with the community.

Other Responsibilities

1. Print Media Production:

- Assist the Marketing Publications Officer with the production process of print materials, ensuring high-quality output and timely delivery, including liaising with external vendors and printers to meet project requirements and budget constraints.

2. Community Engagement:

- Assist CST's Marketing Community Engagement Officer as required with the organisation and running of school community events and outreach programs to strengthen community ties.

Safeguarding Children and Young People

Our organisation takes child protection seriously, and as an employee of Christian Schools Tasmania, you are required to meet the behaviour standards outlined in our Code of Conduct. You will have received a copy of this Code as part of your induction.

Therefore, as a part of your duties and responsibilities, you are also required to:

- provide a welcoming and safe environment for children and young people;
- promote the safety and wellbeing of children and young people to whom we provide services;
- ensure that your interactions with children and young people are positive and safe;
- provide adequate care and supervision of children and young people in your charge;
- act as a positive role model for children and young people;
- report any suspicions, concerns, allegations or disclosures of alleged abuse to management;
- maintain valid 'working with children' documentation;
- undergo periodic 'national criminal history record' checks (if required);
- report to management any criminal charges or convictions you receive during the course of your employment/volunteering that may indicate a possible risk to children and young people.

Compliance and Safety

- Exercise responsibility required in accordance with Work, Health and Safety legislation;
- Take reasonable care of your own safety and that of other people who may be affected by your acts or omissions in the workplace;
- Create a safe and welcoming learning environment for children and young people congruent with legislative and Organisational Child Safe requirements;
- Adhere to the requirements of the role in accordance with the professional standards expected of Christian Schools Tasmania and all Organisational policies, procedures,

codes, guidelines and applicable laws.

Essential Qualifications and Experience

- Practicing Christian with faith and values that are aligned with CST's Christian Statement of Faith.
- Prior experience in graphic design / desktop publishing as well as video production and editing.
- Proficient in desktop publishing software such as Adobe InDesign, Photoshop, and Illustrator as well as video editing / video production software.
- High attention to detail.
- Excellent organisational and project management skills.
- Experience with print production and knowledge of print production processes.
- Strong communication and interpersonal skills, with the ability to collaborate effectively with a diverse range of internal and external stakeholders.
- Excellent written and verbal communication skills, with the ability to tailor messages to various audiences.
- Ability to work independently and as part of a team.
- Creative thinking and problem-solving abilities to develop innovative marketing initiatives.

Reporting

The Creative Media Marketing Officer reports directly to the CEO.

Conditions & Hours of Employment

- The role will be full-time.
- This position requires travel between CST schools, a valid driver's licence and access to reliable transportation are preferred.
- Travel between work locations is reimbursable.
- Remuneration will be commensurate with experience.
- Conditions of employment are outlined in the Christian Schools Tasmania Enterprise Agreement (General Staff) 2022, and the Educational Services (Schools) General Staff Award 2022.
- All CST staff are expected to comply with all Christian Schools Tasmania policies.