

Position Description

Digital Media Coordinator

POSITION	Digital Media Coordinator
RESPONSIBLE TO	Director of Development and Community Relations Marketing Manager
CLASSIFICATION	Education Support Employee – Category C
EMPLOYMENT TERMS	<ul style="list-style-type: none"> • Employment is in accordance with terms and conditions as outlined in the Victorian Catholic Education Multi-Employer Agreement (VCEMEA 2018) • Remuneration is in accordance with the VCEMEA 2018 and dependent on skills and experience
PREPARED BY	Director of Development and Community Relations Marketing Manager
ISSUE: 01	DATE: September 2022

All staff members of Siena College are expected to support and promote the College mission. Siena College, a Catholic secondary school in the Dominican tradition, engages young women in a challenging education that empowers them with the personal resources to make a difference in the world, by searching for truth through a culture of lifelong learning.

The College has a universal expectation for the protection of the young women in its care and is committed to ensuring that all staff promote the inherent dignity and fundamental right of students to be respected and nurtured in a safe school environment. This commitment is drawn from and inherent to the teaching and mission of Jesus Christ, with love, justice, and the sanctity of each human person at the heart of the Gospel. The College has a zero tolerance of all forms of child abuse and actively works to listen to and empower students. The College has policies and processes in place to protect students from abuse and takes all allegations and concerns seriously and responds in line with the organisation's policies and procedures.

The Development Office was established to bring together all activities which impact on the College's relationships with its external community and includes reception, fundraising, College events, brand management, marketing and communications, advertising, public, community and media relations and student recruitment. An integrated approach to these activities is required to ensure that the wider community understands and supports the College's Mission.

The Digital Media Coordinator will be responsible for ideating, shooting, and editing photo-based and video content for our website and social media platforms. This position is responsible for creating and managing all aspects of photography and videography to a high and professional standard.

The Digital Media Coordinator is proactive in building and strengthening the relationships with the Siena College community by working closely with a broad range of internal and external stakeholders. This position works as part of the Development Team, reporting to the Marketing Manager. Confidentiality and the highest standards of ethical behaviour are key aspects of the role.

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1. Photography and Videography

- a. Take and edit professional standard photos of College events and activities for all promotional material, publications, social media platforms and website. This includes the advanced operation of DSLR cameras and photo editing software
- b. Film, produce and edit marketing videos, College tutorials, event videos and videos as required, ensuring the College brand is maintained. Requires the operation of professional video recording equipment and video editing software
- c. Produce and arrange multimedia materials for use on the College and alumnae websites, social media pages and College digital displays
- d. Maintain and update the College photo/video library system
- e. Maintain Development Team equipment (ie. digital cameras, digital video cameras, batteries, etc.)

2. General accountabilities for all Staff

- a. Demonstrate duty of care to students in relation to their wellbeing.
- b. Be well informed and comply with the College obligations in relation to Child Safe Standards and processes for reporting suspected abuse.
- c. Adhere to the College professional dress code for staff.
- d. Attend all relevant staff meetings, assemblies, College Masses, community days and staff professional learning days.
- e. Demonstrate professional and collegial relationships with colleagues.
- f. Commit to and actively support the College agenda for continuous improvement through participation in school improvement planning as required.
- g. Demonstrate alignment and support for the Catholic and Dominican ethos of the College.
- h. Support the Mission, Vision and Values of the College as articulated in the Strategic Plan.
- i. Be familiar with and comply with all College policies and procedures.
- j. All other duties as directed by the College Principal or their delegate.

Essential Qualifications and Experience

- a. An extensive knowledge of digital media files and formats as well as experience working within the Adobe suite. Proficiency using Adobe Photoshop and Premier Pro/After Effects is essential.
- b. Experience in publishing digital content using a CMS and other digital publishing systems.
- c. An advanced knowledge of digital photography including raw image file manipulation and processing, and the ability to operate a DSLR camera effectively in manual mode.

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- d. An extensive knowledge of professional video production equipment and practices, including lighting and content direction.

Highly Regarded Qualifications and Experience:

- a. Animation skills relating to video production and enhancement.
- b. Audio recording and editing skills, requiring the operation of professional audio recording and editing software (i.e. podcasts and voice-overs).

Personal Requirements/Competencies

- a. Alignment with College values
- b. A creative mind/capable of devising creative approaches to problem solving
- c. Ability to work within tight time frames
- d. Highly developed oral and written communication skills
- e. Demonstrate exceptional attention to detail and be able to work quickly and accurately following defined guidelines
- f. Ability to multitask and maintain high work standards with minimal supervision
- g. Enthusiastic and highly motivated to contribute
- h. Operate effectively in a team environment
- i. Flexible and operate effectively in a changing environment
- j. Willingness to work at afterhours functions as required
- k. Working with Children Check and National Police Record Check for Victoria
- l. Minimum of three years' experience in a similar role

Memberships

- a. Be a member of Educate Plus