Position Statement
Digital Marketing Assistant & Analyst (part-time)
Multi Campus role

Beaconhills College Overview
Our wonderful students and professional staff make Beaconhills a great place to work. In the ever-changing and complex 21st century world, a comprehensive and holistic education provides the platform for a successful life. At Beaconhills we aim to provide a large range of educational opportunities for our students so they can grow and develop in a supportive, yet challenging environment.

Although many schools concentrate primarily on successful academic results, we see these scores as only part of our responsibility for the development of our students. We strive to be an innovative learning community which values successful achievements more broadly. Being responsible stewards for our environment and caring for others - locally and globally - are as important as our academic successes. We encourage our students to learn the importance of healthy mind, body and spirit. We trust our students will be guided by the Christian values and experiences at our College to live life to the full. We hope that our graduates will shine as responsible, caring and resilient global citizens.

We are proudly a co-educational Christian College with an open-entry enrolment policy. Our College provides outstanding educational opportunities to a large number of families in the outer south-eastern suburbs of Melbourne. We have two large campuses, both providing education from Preparatory to Year 12, with our Little Beacons Learning Centre at our Pakenham Campus.

While each student is part of the larger Beaconhills community, each sub-school within the College has been designed to maintain a small community feel. We have five sub-schools - Little Beacons Learning Centre (childcare and Early Learning), Junior School (Prep-Year 4), Middle School (Years 5-8), Year 9 and Senior School (Years 10-12).

Position Responsibilities
Beaconhills is enhancing our creative team and is looking for an energetic, motivated and creative Assistant/Analyst to join the Marketing team in this newly created role. You will be responsible for supporting our teams to deliver exceptional content across our social media platforms and helping to capture and analyse data for use by our Admissions and Marketing department. You will also help collate and produce content (written and audio-visual) for campaigns determined by the Marketing departments’ creative team.

You must have excellent organisational and communication skills and enjoy the challenge of working as part of a small team of dedicated professionals; providing a high standard of service and support to key customer groups - staff and students - within the College community.

You will report to and take direction from the Head of Admissions and Marketing and will be accountable to the Headmaster.

The position is a part-time (0.6 FTE) ongoing role, commencing as soon as possible. The ordinary hours of employment will be determined in consultation with the Head of Admissions and Marketing.
Specific Responsibilities

- Support the Admissions and Marketing team in managing and delivering marketing and media plans
- Manage social media posting via Buffer or Hootsuite - take photos, video and gather other content
- Monitor online ratings and respond accordingly
- Help manage engagement and interactivity with our audience
- Improve social media performance by capturing and analysing the appropriate social data, insights and best practice
- Develop clear data reports weekly and monthly which provide a dashboard of the College’s digital media plans, including ensuring digital media scheduling as per strategic plans
- Support the Admissions staff with database reporting, processes and activities with internal and external customers

Key Competencies

- Proven expertise in delivering content and results across digital media platforms
- Knowledge of SEO/SEM and advantage
- Excellent planning, organisational and time management skills
- Ability to quickly build strong working relationships with internal and external teams
- Advanced computer and keyboard literacy, including experience with databases
- High level of accuracy and attention to detail
- Strong decision-making, problem solving and analytical skills
- High-level written, verbal and interpersonal communication skills
- Ability to adapt to the changing technologies of the College
- Ability to work as part of a team or independently
- Ability to handle multiple tasks
- Ability to demonstrate initiative and work under pressure
- High degree of confidentiality and discretion

Selection Criteria

To be appointed into this position, a candidate would meet the following selection criteria to the satisfaction of the selection panel and the Headmaster:

Essential

1. A passion for digital technologies and analytics and continuous learning
2. Demonstrated experience working with analytics tools such as Adobe SitCatalyst, iJento, Webtrends or similar.
3. Demonstrated experience in developing clear data reports and managing migration and publishing of content.
4. Understanding of or experience with Google Adwords, Google Analytics, Facebook’s advertising tools, Buffer or Hootsuite.
5. Proven experience in coordination or management of advanced tagging on varied digital environments.
6. Demonstrated experience in website development and optimisation.
7. Demonstrated ability to build strong networks, work in project teams, motivate others and interact with individuals at all levels – both internally and externally.
8. The Digital Marketing Assistant/Analyst must hold (or be in the process of obtaining):
   - A current Working With Children Check
   - A current Police Certificate
   - Australian citizenship or permanent residency
Desirable

9. Qualifications in communication and/or a multimedia discipline.

Applications

Applications should include:

- A cover letter that addresses your suitability to the listed selection criteria
- A curriculum vitae detailing your qualifications and experience
- Contact details of three professional referees.

Applications should be forwarded electronically to:

The Human Resources Department
Beaconhills College

Email: jobapplications@beaconhills.vic.edu.au

Applications for this position close at 5pm on Tuesday 21 February 2017

Beaconhills College has zero tolerance for child abuse. Beaconhills is a child safe employer and is committed to the welfare of children and their protection. Beaconhills has systems to protect children from abuse, and will take all allegations and concerns very seriously and respond to them consistently, in line with our policies and procedures.

All potential employees and volunteers will be required to comply with the College’s Child Safe Policy and Code of Conduct. Beaconhills performs thorough assessments of potential and existing employees in accordance with this policy. The assessments will be used to ascertain whether the potential or existing employee is a fit and proper person to be trusted to work in a school environment and in the position applied for or held. The screening process includes, but is not limited to, Criminal Records Checks, Working with Children Checks and checks of social media accounts.

Beaconhills College is committed to Equal Employment Opportunity principles and is committed to the principles of merit-based selection, equity, diversity and procedural fairness in our recruitment process.