



Digital Content/Copy Writer

Part-time (0.4 FTE) ongoing position located at Keilor Campus
Commencing 22 July, 2019

POSITION DESCRIPTION

ABOUT OVERNEWTON COLLEGE

Overnewton Anglican Community College is a co-educational Preparatory to Year 12 College catering for over 2,000 students across two campuses located in Keilor and Taylors Lakes.

Overnewton Anglican Community College strives to be an inclusive learning community, providing a respectful environment where students aspire to excellence in a broad range of curricular and co-curricular opportunities. We value our Christian foundation, and the importance of parents as active members of our College family, as we work together, endeavoring to prepare each of our students to be mentally, physically and spiritually ready for life.

Information about Overnewton College is available on the College website: www.overnewton.vic.edu.au.

It is expected that all staff will support the Christian ethos of an Anglican school, be IT literate and be willing to participate in our co-curricular program.

ABOUT THE POSITION

Position objectives

We are looking for an experienced **Digital Marketing Content Specialist** to create and produce high quality content.

The successful applicant will be an active member of the Community Relations team who enjoys working in a busy, friendly environment.

Organisational relationships

This position is accountable to the Principal through the Head of Community Relations.

About the opportunity

We are looking for someone who is seeking a new challenge and an opportunity to make this role their own.

The successful applicant will have a background or degree in journalism or marketing or extensive experience in copywriting and a thorough understanding of the digital marketing landscape.

He or she will:

- work alongside the Head of Community Relations to develop annual content plans
- manage written content on all the digital marketing channels and communities
- ensure all content is on-brand, consistent in terms of style, quality and tone of voice
- liaise with internal stakeholders to produce interesting, concise, and informative content
- have a passion and flare for written content and social media
- demonstrate a track record of writing and managing high-quality written content
- have the ability to aggregate written content to other platforms to grow the brand and message
- demonstrate excellent writing, proofreading and editing skills
- demonstrate strong understanding of SEO and digital marketing principles
- use SEO principles to optimise copy's online ranking
- ideally, have Direct Response Copywriting skills

Key qualities and skills

Within the context of the role described, the incumbent will be expected to have, and performance will be measured against, the following:

- ability to work as part of a cohesive and high performing team
- a positive and proactive team-based approach
- demonstrated initiative and the ability to work independently as well as collaboratively
- adaptability and change responsive in an atmosphere of constantly shifting priorities
- strong ability to prioritise and remain focused under pressure
- excellent attention to detail
- ability to meet deadlines
- demonstrated ability to maintain confidentiality in all aspects of student, staff, client and College information
- a high degree of computer literacy
- excellent verbal and written communication skills

Relevant skills, knowledge and experience

Previous experience in a comparable role essential. Experience in an independent school setting will be highly regarded.

Performance Management

In relation to setting goals, managing performance and accountability, the Head of Community Relations will establish key performance indicators (KPIs) with the Digital Copy Writer, within the first school term of appointment to the position. The incumbent's performance against KPIs, which will be based on the key responsibilities and key qualities and skills associated with the position, will be reviewed at least annually.

Conditions of employment

- All Education Support Staff will hold a current Working with Children (WWC) Card
- It is expected that all staff will support the Christian ethos of an Anglican school
- Overnewton College is an equal opportunity employer and enforces non-discrimination and safe working policies. All staff must be aware of and able to work within Occupational Health and Safety and Equal Employment Opportunity Legislation. The College's campuses are smoke free.

- Overnewton College has a zero tolerance for child abuse and is committed to providing child safety, children's wellbeing and protecting children from abuse. Ministerial order 870 requires Overnewton College to implement child safety standards and to accommodate and take the needs of all children (including but not limited to, Aboriginal and Torres Strait Islander children, children from culturally and linguistically diverse backgrounds, children with disabilities and children who are vulnerable) into account when creating a child safe environment. All staff must comply with Overnewton College's Child Safe policies and related policies and procedures and taking all reasonable steps to promote the safety of children.
- Full-time Education Support Staff work 37.5 hours per week. Working hours will be determined by the Head of Community Relations. Some flexibility in working hours may be required from time to time; this will be discussed with applicants at interview. The Digital Copy Writer will be entitled to 6 weeks annual leave, to be taken during school holidays including College shut-down periods in December/January and July.

THE SELECTION PROCESS

A preliminary short list of applicants will be prepared and first-round interviews conducted by a panel which will include the Head of Community Relations. Final appointments are made by the Principal or his delegate.

All applicants are required to complete the appropriate application form, including additional information as specified [on the form](#).

In the first instance, enquiries and applications should be directed to:

Mrs Andrea Turner, Human Resources Assistant
Email: humanresources@overnewton.vic.edu.au
Telephone: 03 9334 0035

EMAILED APPLICATIONS PREFERRED

Applications will close on Monday 13 May, 2019

Applications will be acknowledged by email. If acknowledgement of your application has not been received after two working days, please contact the Human Resources Assistant, Andrea Turner (Ph: 9334 0035).



Information about Overnewton College

Our Vision: *A community of Learners Embracing the Future*

Our Mission: *Overnewton Anglican Community College strives to be an inclusive learning environment with strong Christian foundation. We value a respectful environment where students, staff and families, working together, aspire to excellence. Broad educational opportunities prepare students to serve as empowered, thoughtful, community-minded citizens.*

Our Values: Overnewton's Christian foundation binds and informs our values. All members of the community are encouraged to grow spiritually and explore their faith.

COMMUNITY: We are proud to belong to the Overnewton community, doing our best to contribute positively, within and beyond it. The Overnewton community includes students, staff and families, both past and present. The educational and ethical standards that are promoted have a profound effect in the wider community.

LEARNING: We are all lifelong learners, helping each other in our journey towards greater knowledge, understanding and wisdom.

RESPECT: We respect ourselves, our environment and the people who are part of our past and our present. We acknowledge the right of everyone to equality of opportunity and forgiveness for mistakes.

EXCELLENCE: We strive to excel in our learning, our work, our relationships and our play, making the most of every opportunity we are given.

Information about Overnewton College is available on the College website: www.overnewton.vic.edu.au.