



Walford

Position Description

Digital Content Creator

POSITION TITLE	Digital Content Creator
STATUS	Full-time permanent role, 37.5 hours per week, commencing January 2026
CLASSIFICATION	Walford Anglican School for Girls Enterprise Agreement 2023 (or its replacement) School Services Staff, Resources Stream Grade 3 or Grade 4 depending on qualifications and experience
REPORTING TO	All staff report to the Principal. The Digital Content Creator reports through the Director of Marketing and Community Engagement.

Role Description

The Digital Content Creator is a community-embedded expert communicator, digital storyteller, and multimedia expert who implements marketing and communications strategies to effectively and innovatively tell the School's story and enhance the School's image and position within the community. The person in this key role shapes the School's visual identity and written story across digital channels and print publications. They assist community groups such as the Parent-Teacher Association, Old Scholars' Association and parent committees with promotional, fundraising and community events.

The Digital Content Creator reports to the Director of Marketing and Community Engagement and works as an active member of the Marketing and Community Engagement team, contributing to the functions of communications, public relations, enrolments, marketing and fundraising.

Key Responsibilities

General

- Support the Anglican ethos of the School.
- Live the School values of Courage, Commitment, Community and Growth.
- Comply with School policies and procedures, and its commitment to child safety.
- Support the School's mission to develop compassionate and courageous women who live lives of meaning, purpose and principle; and its vision to be a flourishing, connected learning community that enables each student to achieve her best, her way.
- Keep abreast of and undertake professional learning in industry social media and digital trends.
- Support the work of the Marketing and Community Engagement team, such as for community and School events and old scholar reunions.
- Build warm and authentic relationships with community members.

Content Creation and Management

Walford Anglican School for Girls
ABN 14 934 762 147
CRICOS Provider No. 00563J

316 Unley Road, Hyde Park
South Australia 5061
PO Box 430, Unley, SA 5061

Telephone +61 8 8272 6555
Email info@walford.asn.au
walford.sa.edu.au

- Take engaging, high-quality, on-brand photos, video and audio content for use in School publications and channels.
- Manage and maintain the School's library of photography and videography.
- Assist with the preparation of multimedia material for School communication and event purposes.
- Manage and ensure compliance with privacy of stakeholders, including the 'do not publish' student list and organising photo permissions for third parties.
- Provide multimedia assets to staff or relevant stakeholders when requested.
- Maintain photographic, video and audio equipment for the Marketing and Community Engagement team.
- Update School TV screens and pinboards with engaging and relevant content that promotes student activities, events and initiatives.
- Assist in applying and upholding the School's style guide, ensuring all work adheres to established branding standards and consistently reflects the School's visual and communication guidelines.
- Ensuring effective and efficient workflows around competing priorities, such as coverage of planned events, publication deadlines, ad hoc content opportunities, etc.

Digital Communications

- Plan, schedule and publish social media content across the School's official channels, including monitoring, community management and basic reporting on performance.
- Produce, edit and publish content for the School's website and digital communication channels, in line with the School's brand and marketing plan.
- Maintain the currency of the Walford website by ensuring all content is up to date.
- Post and update content on the School's digital communication channels in a timely fashion and according to the School's marketing plan.
- Work with the Community Engagement Coordinator and School community groups to promote events and initiatives via Campaign Monitor and social media, ensuring consistency and engagement across platforms.
- Maintain an active old scholar presence on social media by creating regular and engaging content according to the School's marketing plan.
- Report engagement data as requested by the Director of Marketing and Community Engagement, and make recommendations to improve reach, engagement and conversions (such as enquiries and event registrations).
- Monitor and offer guidance to students and parents to ensure all Walford-affiliated social media sites adhere to the School's policies and procedures.

Publications

- Assist with the content, design and editing of the School's publications, including *Jewell*, Annual Performance Report, Prospectus, Yearbook, and other publications, as required.
- Provide communications support and assist with the production of promotional material for events, fundraising, major projects and special initiatives, as required.
- Liaise with external graphic designer and printers when required to successfully deliver marketing outcomes.

Working Hours

This role is full-time position of 37.5 hours per week with four weeks annual leave. Out-of-hours attendance is required for key School events; time in lieu or flexible working arrangements will apply in accordance with School policies.

Person Specification

Knowledge, Qualifications and Experience

- Tertiary qualifications in Marketing, Communications, Media, or related field.
- Experience and knowledge of social media and developing engaging content ideas.
- Excellent photography and videography skills with traditional and digital devices.
- Highly developed written and oral communication skills including an eye for detail and proof-reading skills.
- Experience with EDM and CMS.
- Proficiency in Adobe Creative Suite (InDesign, Illustrator, Photoshop, Premiere Pro) or similar software.
- Working with Children Check.
- Responding to Risks of Harm Abuse & Neglect (RRHAN-EC) (Fundamentals and Masterclass).
- HLTAID 012 Provide First Aid in an Education and Care Setting.

Desirable Knowledge, Qualifications and Experience

- A working knowledge of schools and education, especially from a marketing and branding perspective.
- Demonstrated experience in managing websites including monitoring performance using web analytics tools.

Personal Attributes

- Enthusiasm, energy and initiative.
- Superior verbal, written and digital communication skills.
- Meticulous attention to detail.
- Superior organisational skills with the ability to set goals, prioritise work and manage a range of tasks with competing priorities within tight timelines.
- Adhere to budgets and deadlines, proactively driving outcomes and troubleshooting, and resolve challenges.
- Experience communicating and building relationships with a wide range of community members and stakeholders.
- The ability to work within and promote a positive team environment, and to work with a variety of people across an organisation.

Acknowledgement

This Position Description has been developed to indicate the general nature and level of work performed by employees within this role. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities and requirements of employees assigned to the role. The staff member may also be required to perform any other duties that they may be directed to perform which could be reasonably considered relevant to the position.