



TARA

Anglican School for Girls

POSITION TITLE:	Digital Marketing Assistant
DEPARTMENT:	Marketing and Communications Office
LOCATION:	Tara Senior School Masons Drive, North Parramatta NSW 2151
THIS POSITION REPORTS TO:	Manager of Marketing and Communications All positions ultimately report to the Principal
COORDINATES WITH:	<ul style="list-style-type: none"> • Designer and Publications Editor • External agencies
AWARD/AGREEMENT RELATIONSHIP:	<ul style="list-style-type: none"> • Independent Schools NSW (Support and Operational Staff) Multi Enterprise Agreement 2017
SPECIAL CONDITIONS:	<ul style="list-style-type: none"> • Permanent Full Time • Commencing Term 1 2022 • Supportive of the School's Christian aims and ethos
WHAT IS THE FUNDAMENTAL PURPOSE OF THE JOB?	
<ul style="list-style-type: none"> • To assist in the delivery of all School collateral, including social media content, analytics, website maintenance, photography and videography • To support the execution of Tara's Marketing Strategy, under the direction of the Manager of Marketing and Communications • To develop and foster positive relationships with internal and external stakeholders to ensure efficient, effective delivery of projects in a timely and brand consistent manner 	
KEY RESULT AREAS AND PERFORMANCE CRITERIA	
Social Media/Digital Marketing <ul style="list-style-type: none"> • Social media and website analytics, keeping track of important social media metrics and creating social media reports • School competitive analysis, market research reports and media monitoring • Maintain, update and contribute content for website and social media channels • Video, filming and photography assistance for online use and marketing campaigns Corporate Communication <ul style="list-style-type: none"> • Implement and assist with the production of Tara marketing collateral including (but not limited to) editing, working with stakeholders, sourcing price quotes and managing delivery deadlines etc • Work with the Designer and Publications Editor on the Tara News newsletter and School publications Branding <ul style="list-style-type: none"> • Assist in maintaining Tara brand guidelines • Work with stakeholders to ensure compliance with brand across all mediums and communication channels • Attend School events to take photographs for School marketing purposes and assist in the management of professional photo shoots Administration <ul style="list-style-type: none"> • Assist with marketing administrative tasks • Assist with the administration and maintenance of the video/image library as appropriate and coordinate their use and distribution • Coordinate student and staff photography/videography permissions • Coordination of the School Student Handbooks and School policies • Other duties as prescribed by the Manager of Marketing and Communications Additional Departmental Support <ul style="list-style-type: none"> • Marketing event support • Assist with online employment platforms Understanding of School Culture <ul style="list-style-type: none"> • Staff are expected to demonstrate an ongoing commitment to the Strategic Plan, School policies and to our quality assurance processes 	



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QUALIFICATIONS AND PERSONAL REQUIREMENTS

- Relevant tertiary qualifications in Digital Marketing
- Experience in design, video and photography, online marketing platforms, social media campaigns and channel management
- Experience in Website Content Management Systems and using database technology
- Knowledge and experience of Microsoft Excel, Word, PowerPoint, Adobe Suite for video editing, Website CMS and design software an advantage
- Experience using an SLR camera for photo and video production
- Customer focused, personal and professional integrity, high level interpersonal skills and ability to communicate effectively with children and adults
- Support of and participation in the Christian ethos of the School
- A demonstrated ability to implement a range of projects and effectively prioritise competing demands
- Outstanding written and verbal communication skills
- Excellent process-oriented organisational skills and ability to meet deadlines
- Exceptional accuracy and attention to detail

All Tara staff are expected to be committed to the overall life of the School, willing to participate in the School's extracurricular program and supportive of its Christian ethos. Tara is a non-smoking workplace.

For more information about Tara, visit www.tara.nsw.edu.au

Application including full CV, cover letter, qualifications and details of three referees should be sent to:

The Director of Human Resources, Policy and Compliance

Tara Anglican School for Girls

Masons Drive, North Parramatta NSW 2151

By Tuesday 30 November 2021

Phone: (02) 9630 6655 Email: employment@tara.nsw.edu.au

Employment will be subject to providing evidence of a current and valid Working with Children Check