

AQUINAS COLLEGE

Marketing and Social Media Coordinator



1894



About Aquinas College

Aquinas College is a Catholic School in the **Edmund Rice Tradition** servicing in excess of 1,300 local, country and international students.

Aquinas College is one of the oldest schools in Western Australia, with a **history** dating back to 1894. It is known for its beautiful grounds, excellent academic and sporting environment and for producing young men of character who strive to do the best they can for others as well as themselves.

The College is **located** on the banks of the Canning River in Salter Point, Perth. With 2km of river frontage and a spacious environment, Aquinas is the ideal place for young men to learn and play.

Aquinas College is a school for boys in the Public Schools Association (**PSA**). It is a school made up of young men from different backgrounds. Catering for Kindy through to Year 12, we have both day students and boarders. Our curriculum is innovative, we have outstanding facilities and dedicated teachers who genuinely care about their students.

At Aquinas College, it's not what our students become, but who they become that matters. We offer a vibrant school life steeped in mateship, academic success and sporting tradition with a belief in service, achievement and commitment. It's the perfect environment for good men to grow.

Aquinas College is a strong academic school, with subjects, teaching styles and activities that are male focused. While subjects are important within themselves, their true value lies in helping each student discover and develop his inner spirit and strength of **character** – his heart and soul. Creating a moral compass for life, learning about himself and the difference he can make is as important as what he learns inside the classroom.

The comprehensive cultural program at Aquinas College, gives students multiple opportunities to learn, grow and perform. Whether it's musical or classical theatre productions, visual arts, dance, choir, rock, jazz or big bands there are many options available for our students in the **arts**.

Our appeal as a school rests in our strong sense of **faith**, the values we strive to maintain, our commitment to realising the potential of each young man in our care and in providing a balanced education that addresses the academic, social, emotional, physical and spiritual aspects of our student's lives.

We have the highest expectations of all our boys. Our aim is for each to be the best he can be in all that he does and to demonstrate outstanding levels of attendance, appearance, courtesy, respect and work ethic throughout his time at the school.

Aquinas College provides its employees with a stimulating, rewarding, spiritually enriching and values centric workplace.

The College seeks to attract people who are the best in their specialty area, who will commit to supporting the Edmund Rice charisma, the Catholic ethos and the **College's Mission and Values**.

Aquinas College aims to foster an environment in which employees are recognised and valued for their contributions, with opportunities to achieve continuous improvement through ongoing professional development and support.





Introduction to the Role

It is an exciting time to be joining Aquinas College with the appointment of our first Old Boy Principal, Robert Henderson, in 2023.

The Marketing and Social Media Coordinator is responsible for the overall image of the College. Designing relevant ads, graphics and miscellaneous, as well as curating creative content for all of Aquinas' social platforms.

You will not only create content, but also analyse data and insights, in order to drive ideas and strategies.

If you have the relevant experience and qualifications needed for the role, we encourage you to consider applying to join our dynamic team at Aquinas College.

**Applications Close:
1pm Thursday 28 December 2023**



Aquinas College Commitment to Child Safety

All staff at Aquinas College must:

- Actively demonstrate support and adhere with the College's Statement of Commitment to Child Safety, EREA Child Safe Code of Conduct, EREA Safeguarding Children Framework Principles and EREA Code of Conduct;
- Demonstrate a clear and in-depth understanding of child safety;
- Have a demonstrated understanding of appropriate behaviours when engaging with children;
- Be familiar with and adhere to the legal obligations relating to child safety, eg. Mandatory Reporting;
- Be familiar with and adhere to College policies, procedures and documentation relating to child safety; and
- Undertake all child safety training as required by the College, EREA and CEWA.



Job Description

Duties

- Design eye catching graphics to convey messages for advertising and online platforms;
- Follow the College's design style guide, for brand consistency throughout all media;
- Create content in alignment with the College's strategic plan. Establish key performance indicators to measure success. Monitor and report on these key performance indicators and implement strategies for growth;
- Manage multiple social media accounts, posting relevant, regular content, whilst scheduling using Agorapulse for each day;
- Create current and engaging content for the range of audiences established through market research, following appropriate trends and techniques;
- Post live content throughout the day, keeping families updated;
- Work closely with Head of Admissions and Publications to ensure fluidity in the image of the College;
- Attend relevant events, some being out of hours or weekends, to document through photographs or videos;
- Update the College website when necessary, to align with any new material produced;
- Keep up to date with uploading all media to our photo sharing database, Pixevely, for family and staff;
- Develop a strong relationship with College stakeholders.

Actively Support College Operation

- Comply with all relevant legislative, regulatory obligations, College policies and procedures;
- Complete administrative and operational activities in alignment with College requirements; and
- A willingness to undertake lawful tasks, as requested by the Principal or their delegate.

Build and Nurture Relationships

- Regularly liaise with alumni, colleagues, volunteers, parents and external companies to enable effective and positive professional relationships;
- Provide effective communication to stakeholders;
- Work with the Leadership Team to provide appropriate outcomes for the College.

Qualifications

- Tertiary qualification in marketing, media, design, communications, PR or equivalent and some relevant experience would be desirable;
- Working with Children Check clearance;
- Satisfactory National Police clearance;
- Have or be prepared to obtain Accreditation to work in a Catholic School; and
- Have or be prepared to undertake Mandatory Reporting training or similar.

Knowledge and Experience

- Substantial work experience in social media, marketing, communications, branding or similar;
- Creative background is desirable;
- Experience using design software including the Adobe Suite (Indesign, Photoshop, Illustrator) and Canva;
- Demonstrated experience working in a team;
- Proficiency in MS softwares;
- Previous use of social media scheduling (we use Agora Pulse) and campaign software (we use Campaign Monitor);



Criteria

Skills and Abilities

- Strong interpersonal and influencing skills, enabling harmonious and positive relationships with colleagues, students and parents/guardians;
- Strong attention to detail;
- Ability to multi-task, work to deadlines, problem solve, and prioritise work;
- Demonstrated skills in management of social media and other communication channels;
- Experience in independently creating content through graphics, photographs and videos;
- Demonstrated ability to work autonomously and as part of a team;
- Strong ICT skills
- Expertise in social media and marketing;
- Strong written oral communication and presentation skills;
- Attention to detail ensuring an exemplary professional standard is maintained; and

Expected Behaviours and Attitudes

- Actively support the Edmund Rice Charism, Edmund Rice Schooling and the Catholic ethos;
- Actively support a child safety culture, with a zero tolerance for child abuse;
- Adhere to the Aquinas College values at all times;
- Adhere to the College's Policy, Procedures and Codes;
- Adhere to health and safety procedures and actively contributes to maintain a safe, healthy and organised environment.

Candidates Must Display

- a commitment to the Catholic ethos;
- energy, enthusiasm and drive;
- diplomacy and tact;
- a commitment to confidentiality;
- honesty and integrity;
- an outstanding work ethic;
- loyalty to the role, people and the College;
- a positive and proactive attitude; and
- respect for self and others

Terms and Condition

- School/Department: Aquinas College Marketing Department
- Reports to: Principal
- Start date: as soon as possible
- Probation period: 6 months
- Full-time, permanent
- The salary for this role will be competitive, dependent on qualifications, skills and experience
- Normal working hours: 0800 to 1600, Monday to Friday, with occasional evening and weekend work.
- All office based staff work during the school holidays and accrue 4 weeks annual leave per year
- Superannuation contributions will be paid in accordance with the superannuation statutory requirements. The College will make contributions on your behalf into an approved Superannuation fund of your choice.

Candidates must comply with all relevant legislative, regulatory obligations, College policies and procedures; Complete administrative and operational activities in alignment with College requirements; and A willingness to undertake tasks as requested by the Principal or their delegate.



Applications Process

Successful Candidate Credentials

To be successful in this role you will have the following credentials:

- Have or be prepared to obtain Accreditation to Work in a Catholic School;
- Working with Children Check clearance;
- Satisfactory National Police clearance;
- Have or be prepared to undertake Mandatory Reporting training; and
- Hold appropriate Australian Work rights.

Employment Conditions and Benefits

Aquinas College provides a supportive, inclusive, stimulating and spiritual work environment, with access to outstanding facilities and resources to enable academic excellence, in a beautiful setting overlooking the Canning River. The employment terms and conditions are governed by the Roman Catholic Archbishop of Perth Non-Teaching Staff Enterprise Bargaining Agreement 2014.

To Apply

- If you are interested in this outstanding opportunity, please include the following in your written application:
- Covering letter addressing the selection criteria (no more than 2 A4 pages);
- Current Resume or Curriculum Vitae;
- A completed Application for Employment form;
- A completed Child Safe Applicant Declaration form; and
- Provide copies of relevant qualifications and credentials.

**Applications Close:
1pm Thursday 28 December 2023**

Aquinas College is committed to ensuring the safety, wellbeing and dignity of all children and young people and has zero tolerance of any abuse of children. All applicants will be subject to Aquinas College and legislative screening procedures and checks as a condition of employment.

[Click Here](#) to go to the Employment Page of the Aquinas College website

www.aquinas.wa.edu.au

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AUSTRALIA

