



## Content Creator (with Graphic Design Expertise)

We are seeking a creative and motivated Content Creator with Graphic Design Experience to join our School Marketing team. This is a full-time position to commence as soon as possible.

The ideal candidate will be responsible for producing engaging, high-quality content across various platforms while utilising graphic design skills to visually enhance brand presence using an existing brand guideline.

### Position Description

<b>Position Title:</b>	<b>Content Creator (with Graphic Design Expertise)</b>
<b>Responsible to:</b>	The Principal
<b>Reports to:</b>	Head of Enrolments and Community
<b>Key Stakeholders:</b>	All internal and external stakeholders
<b>Overview:</b>	We are seeking a creative and motivated <b>Content Creator with Graphic Design Expertise</b> to join our School Marketing team. The ideal candidate will be responsible for producing engaging, high-quality content across various platforms while utilising graphic design skills to visually enhance brand presence within an existing brand guideline. You will collaborate with marketing and communications, and other departments to ensure all content aligns with our brand's voice, aesthetics, and strategic goals.
<b>Duties &amp; Responsibilities:</b>	<p><b>Ethos</b></p> <ul style="list-style-type: none"> <li>Actively support and promote the Christian ethos of Calrossy in a manner that is inclusive and sensitive to the life experiences of students, parents, and staff.</li> <li>At all times promote the School's Christian values in a practical and accessible way that promotes our mission to provide excellence in a Christian environment.</li> <li>Uphold the Schools core values of <b>Integrity, Selflessness, Inclusiveness and Resilience.</b></li> </ul> <p><b>Duties and Responsibilities</b></p> <p><b>Content Creation:</b></p> <ul style="list-style-type: none"> <li>Develop, write, and edit compelling content for social media, websites, email campaigns, blogs, and promotional materials.</li> <li>Create visually appealing graphics, illustrations, and multimedia content tailored for different platforms.</li> <li>Work with and stay up to date with the latest trends and best practices for leveraging social media platforms, including Instagram, Facebook, LinkedIn, and emerging channels, to effectively engage and grow our audience.</li> <li>Develop video content (basic or advanced).</li> <li>Collaborate with the community team to align content with campaigns, brand messaging, and audience needs.</li> </ul> <p><b>Graphic Design:</b></p> <ul style="list-style-type: none"> <li>Design marketing materials, including brochures, flyers, advertisements, and banners.</li> <li>Create branding assets for digital and print media, templates, and infographics.</li> <li>Ensure all graphic designs adhere to brand guidelines and maintain consistency across all platforms.</li> <li>Stay updated on design trends and integrate innovative ideas into creative projects.</li> </ul> <p><b>Strategy &amp; Analysis:</b></p> <ul style="list-style-type: none"> <li>Collaborate with the team to brainstorm ideas for campaigns and projects.</li> <li>Plan and schedule content calendars for social media and digital platforms.</li> <li>Analyse content performance metrics and suggest improvements to optimise reach and engagement.</li> <li>Conduct market research to understand trends and identify content opportunities.</li> </ul>

<p><b>Qualifications/Skills</b></p>	<p><b>Qualifications/Skills</b></p> <p><b>Education &amp; Experience:</b></p> <ul style="list-style-type: none"> <li>• Bachelor's degree in graphic design, Marketing, Communications, or a related field.</li> <li>• OR/ 4+ years of professional experience in content creation and graphic design.</li> <li>• A strong portfolio showcasing graphic design work and content creation.</li> </ul> <p><b>Skills:</b></p> <ul style="list-style-type: none"> <li>• Proficiency in Adobe Creative Suite (Photoshop, Illustrator, InDesign, etc.) or other design tools like Canva or Figma.</li> <li>• Strong writing and storytelling abilities with a knack for creating engaging, audience-focused content.</li> <li>• Experience with social media platforms and tools (e.g., Instagram, Facebook, LinkedIn).</li> <li>• Basic understanding of video editing software (e.g., Premiere Pro, Final Cut Pro, or similar).</li> <li>• Knowledge of SEO principles and analytics tools (e.g., Google Analytics, social media insights).</li> <li>• Ability to manage multiple projects and deadlines effectively.</li> </ul> <p><b>Preferred Qualifications:</b></p> <ul style="list-style-type: none"> <li>• Photography and videography experience.</li> <li>• Familiarity with website management systems</li> </ul> <p><b>Personal Attributes</b></p> <ul style="list-style-type: none"> <li>• Strong attention to detail and an eye for design.</li> <li>• Highly creative, with the ability to think outside the box.</li> <li>• Excellent communication and collaboration skills.</li> <li>• Self-motivated, organised, and capable of working independently.</li> <li>• Passion for storytelling and brand-building.</li> </ul>
<p><b>Work, Health &amp; Safety:</b></p>	<p><b>In accordance with the Workplace Health &amp; Safety Act 2021, Employees must:</b></p> <ul style="list-style-type: none"> <li>• While at work take reasonable care for their own health and safety</li> <li>• Take reasonable care for the health and safety of others</li> <li>• Comply with any reasonable instruction from Calrossy and report concerns to your supervisor</li> <li>• Follow defined WH&amp;S policies and procedures of the school</li> </ul>
<p><b>Selection Criteria</b></p>	<p><b><i>These selection criteria will form the basis to assess applicants for short-listing and determine the successful candidate:</i></b></p> <p><b>SC1.</b> Provide an overview of your background including relevant qualifications and experience.</p> <p><b>SC2.</b> What strategies do you use to ensure outcomes whilst working in a team environment?</p> <p><b>SC3.</b> Explain how you would uphold the Christian Ethos of the School.</p>
<p><b>Conditions of employment</b></p>	<p><b>Award:</b> <i>Independent Schools NSW (Support and Operational Staff) Multi-Enterprise Agreement 2021</i></p> <p><b>Work Type -</b> Full time</p> <p><b>Hours -</b> 8.00am – 4.06pm</p> <p><b>Days -</b> Monday - Friday</p> <p><b>Salary -</b> Level 3 Senior Clerical Officer Step 3.1</p> <p><b>Location -</b> Brisbane Street Campus and William Cowper Campus</p> <p><b>Benefits:</b></p> <ul style="list-style-type: none"> <li>• Staff device and tech support</li> <li>• Professional Development tailored to your career stage</li> <li>• Employee Assistance Program (EAP)</li> <li>• Salary Packaging</li> <li>• Annual Flu vaccinations free and on-site</li> <li>• Annual renewal of First Aide free and on-site</li> </ul>
<p><b>Location</b></p>	<p>Calrossy Anglican School  140 Brisbane Street  PO Box 1245  Tamworth NSW 2340 Ph (02) 5776 5100  <a href="mailto:admin@calrossy.nsw.edu.au">admin@calrossy.nsw.edu.au</a></p>

All applicants are expected to uphold the Christian ethos and support the Schools core values of **Integrity, Selflessness, Inclusiveness, Resilience.**