



Content Producer Position Description

POSITION:	Content Producer
RESPONSIBLE TO:	Principal / CEO
REPORTS TO:	Director of Marketing and Communications

About Sheldon College

Committed to its basic philosophy of **Love, Laughter and Learning**, Sheldon College caters for children from 15 months of age through to Year 12. The College campus is located on 56 acres in a semi-rural setting on Taylor Road in Sheldon. The College was established in 1997 and is committed to providing a quality education for all students in a safe, secure learning environment which is characterised by high standards for both staff and students in the areas of dress and appearance, behaviour and individual scholarship and work habits.

About the Role

Sheldon College is a highly regarded educational institution which aspires in every respect to be an exemplary institution – a College renowned for its excellence in academic, sporting and cultural pursuits. The position of Content Producer will be an integral position within the College and is responsible for the production and the implementation of marketing and communication content to promote the College.

The position will support the College's marketing and communication activities to ensure the operation and delivery of an exceptional range of services in a manner which reinforces the College as one of the leading institutions of its kind in Australia.

Duties and Responsibilities

The duties performed by the Content Producer include the following:

- Production and publication of video content for the website and other digital media channels including script writing, graphic design, interviewing, shooting, editing, publishing and other aspects regarding video projects including using appropriate editing and design software including Adobe Creative Cloud.
- Production of unique content, photography and imagery for mixed reality outlets, website and other digital media channels.
- Development and management of photography, editorial and video content for key audience-related touch points.
- Assist Academic Staff with the production of student projects as part of the Film, Television and New Media Australian School of the Arts Program.
- Supporting the College's photographic needs through the shooting and editing of video, recording and editing audio and still photography.
- Producing creative digital designs to meet the brief for various channels including print, manage digital interfaces and experiences for a wide variety of applications (including College Apps, College web environments, advertisements, brochures, social media, mobile applications, e-books and e-magazines and other promotional collateral).
- Responsible for the production and dissemination of news content marketing assets to feed existing and emerging digital channels.
- Assist the Director of Marketing and Communications to measure and report on enrolments and admissions, media activity, social media metrics, search engine marketing and other appropriate channels to meet content objectives.
- Development of copy and content for online channels including email and web for recruitment, fundraising, electronic direct mail campaigns and articles for syndication.
- Publish social media campaigns and on social networking sites in-line with the College's brand standards and policies and review policies in-line with industry best practices.



Selection Criteria

- Demonstrated experience in film, TV and video production for a media organisation, outside broadcasts or industry production house.
- Demonstrated experience with end-to-end video production and digital design including graphic design and web-based applications.
- Experience in producing and integrating content for mixed reality and/or immersive experiences.
- Experience in executing integrated strategic marketing campaigns that have delivered strong results.
- Strong experience in deploying video and design into traditional media, social media, digital marketing and word of mouth in an integrated manner to achieve business results.
- Strong creative and analytical skills.
- Effective project and time management skills.
- A self-motivated and proactive approach.
- Strong interpersonal and oral communication skills including the ability to communicate, influence, negotiate and consult with a range of staff, clients, corporate representatives and members of the general public.
- Demonstrated ability to work within a high pressure multi-faceted team environment.

Qualifications

- Preferred: Minimum Bachelor's Degree in Film and Television or Interactive Design and/or equivalent industry experience or
- Minimum Bachelor's Degree in Fine Arts or Multimedia Design with demonstrated experience in Film and Television or Media industries
- Experience in the education sector will also be highly regarded.

Conditions of Employment

- **Hours:**
Will be required to periodically work hours outside of normal College operations.
- **Remuneration:**
An attractive remuneration package will be negotiated with the successful applicant in consideration of their relevant industry qualifications, experience and expertise.
- **Leave:**
All sick leave, annual leave and long service leave conditions will be in accordance with the Sheldon College Corporate Staff Enterprise Bargaining Agreement.
- **Corporate Uniform:**
All employees are required to wear Corporate Uniform which is available from the College Uniform Shop at each employee's own expense.
- **Working with Children:**
The position is subject to the issue of a positive notice from the Commission for Children and Young People and Child Guardian (Blue Card).