



POSITION DESCRIPTION

DIGITAL MARKETER – Part Time

Context

Blue Gum Montessori School (BGMS) is an independent school offering curriculum based on the Montessori philosophy for students from Lower to Upper Primary. The school is an equal opportunity employer and makes decisions relating to staff in a consultative and inclusive manner.

Position Objective

This is an exciting opportunity to be involved in the growth of an amazing learning environment. We are looking for a Digital Marketer that will bring their inspiration and passion to the role. You will be responsible for the development and delivery of digital projects, marketing strategies and increasing our market presence. This is an exciting opportunity to utilise your marketing and creative design experience and vision to make this role your own.

Job tasks and responsibilities

- Assist in the creation of our new website and its content
- Design and prepare inhouse branded graphics for print
- Manage our social media presence
- To post feed content into social applications as needed and create an annual social media marketing plan
- Manage social media marketing campaigns and day-to-day activities.
- Design, create and manage promotions and engaging content for social media platforms.
- Develop and design eDM's for direct mailout (MailChimp)
- Monitor effective benchmarks for measuring the impact of social media and other marketing programs
- Analyse, review and report on effectiveness of campaigns
- Liaising with staff for content generation and marketing requirements
- Other duties as required

Skills and experience

- Ability to use MailChimp and create MailChimp advertising campaigns
- The ability to manage Word Press
- Other digital platforms required for the role – to be advised
- Excellent writing skills and sense for design
- Ability to effectively communicate information and ideas in written and visual format
- Creative flair and a attention to detail
- Enthusiastic and positive attitude, and a proactive approach to all tasks
- Social media savvy
- Up to date knowledge of the latest design trends



- Demonstrable ability to display initiative, take responsibility for projects and show a proactive attitude
- Flexible and ability to manage changing priorities.
- An ability to work autonomously and self-motivate

To be a successful candidate, you need to have the following:

- Tertiary qualifications in marketing or similar discipline
- Possess up-to-date knowledge of digital disciplines and best practices, including digital advertising, search engine marketing, content marketing, behavior/data driven marketing, PR & social media, MVT & conversion rate optimization techniques and user experience.
- Experience and understanding distribution models and industry is advantageous
- Sound time management, an eye for detail and works well independently
- Experience implementing digital platforms
- Team work – ability to work as a team
- Work to deadlines

ORGANISATIONAL RELATIONSHIP

Reports to: HR and Operations Manager
Supervises: NA
Internal Contacts: Teachers, Education Assistants, Administration Staff
External Contacts: Parents and professionals.

QUALIFICATIONS

- Tertiary qualifications in marketing or similar discipline
- Current Working With Children Check
- Senior First Aid (Desirable)

KEY SELECTION CRITERIA

- Exceptional IT, written and interpersonal communication skills.
- Mandatory Reporting training completed within the last 24 months at date of employment highly desirable
- Meet the qualification and experience requirements
- Personal attributes to work as a member of a team
- Excellent communication skills
- Excellent writing skills and with high attention to detail
- Ability to work independently

HOURS OF WORK

- Part time role 3 mornings a week from 9am – 12pm.
- Fixed term contract for 15 weeks



Blue Gum Montessori School takes child protection seriously. All candidates for roles at Blue Gum Montessori School are subject to screen and assessment against child safety standards as part of our thorough recruitment process.