



- Produce content that achieves stated marketing objectives and is engaging, high-quality, relevant, audience and platform specific, and aligns to the Xavier College brand and values
- Prepare photo and video content optimised for Instagram, Facebook, LinkedIn, the College website, internal and external channels, advertising, events, displays and publications
- Execute all aspects of the video and photo production process, including pre-production, ideating, planning, scheduling, production, photo/video shoots, interviewing, staging, equipment management, talent coordination, post-production, editing, colour-grading, graphics and animation, audio and publishing
- In collaboration with the Marketing and Communication Officer, proactively seek out and coordinate content and storyline opportunities
- Stay up to date with industry trends and suggest innovative ideas for how the College can engage its community through visual storytelling
- Maintain and organise the College's image/video library
- Attend and cover key College events and activities across campuses, including assemblies, sports days, performances, open days and other College events deemed appropriate by the Marketing and Community Engagement Manager
- Maintain compliance with CESA and Xavier College's policies and procedures, including checking media permissions prior to each video/photo shoot
- Assist with other marketing and promotional activities as directed by the Marketing and Community Engagement Manager
- Other reasonable duties as directed by the Marketing and Community Engagement Manager and Principal

## **Person Specification**

### **Essential requirements**

- Ability to demonstrate practical support for the Catholic Ethos of the College
- Portfolio evidence of skills and abilities in videography and photography and/or demonstrated experience working in a similar role
- Proficient in operating Canon camera systems, or similar, lighting equipment, and other professional videography/photography tools
- Proficient in the use of post-production video and photo editing software including the Adobe Creative Suite, such as Premiere Pro, Photoshop, Lightroom, After Effects, or similar, such as DaVinci Resolve
- Demonstrated experience in the use of the social media platforms, Instagram, Facebook and LinkedIn
- Ability to take direction but also work under little direct supervision, utilising discretion and judgement as required
- Capacity to program and prioritise work activities to achieve required outcomes in a timely manner
- Ability to maintain high levels of confidentiality
- Excellent written and verbal communication and interpersonal skills
- Ability to quickly comprehend instructions and respond appropriately
- Presentable and professional manner at all times

### **Specific Requirements**

- Current and acceptable Working with Children Clearance and screening to work in Catholic Education SA
- Acquire and maintain Catholic Police Clearance to work in Catholic Education SA
- Current Responding to Risks of Harm, Abuse & Neglect – Education and Care certificate
- First Aid certificate (HLTAID012)

- Disability Standards for Education Training
- CESA Staff do not need to be vaccinated against COVID-19 as a condition of employment, with the exception of CESA Staff working in High-Risk Settings. CESA Staff are however strongly encouraged to have and maintain an Up-To-Date Vaccination Status in accordance with the ATAGI statement. The vaccination requirement for CESA Staff working in High-Risk Settings is a condition of employment or engagement unless an exemption is approved in accordance with the CESA COVID-19 Vaccination Policy

### **Workplace Health & Safety**

This role is deemed to be a Worker under the South Australian Work Health and Safety (WHS) Act 2012.

As a Worker, while at work you must –

- take reasonable care for your own health and safety
- take reasonable care that your actions or omissions do not adversely affect the health and safety of other persons
- comply, in so far as you are reasonably able to, with any reasonable instruction given by the employer
- cooperate with any reasonable policy or procedure of the employer that is related to health and safety at the workplace that has been notified to workers. Reference: Division 4, Section 27 and 28 WHS Act 2012.

Reference: Division 4, Section 28 WHS Act 2012

### **Performance Review**

It is expected that the employee will undertake a Performance Review at a mutually agreed time with the employer as per the Catholic Schools Enterprise Agreement 2020 (as amended).

This position information document indicates the general nature and level of work performed by the incumbent and is not a comprehensive listing of all responsibilities, tasks and outcomes.