



BRISBANE BOYS' COLLEGE

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| Position Title | Digital Content Creator | | |
| Reporting to | Marketing and Communications Manager | | |
| Department | School Development and Community Engagement | Sub Department | Marketing |
| Job Type | Permanent, Full Time | Hours per week | 38 hours per week |
| Location | Toowong | Last Review | February 2025 |

Brisbane Boys' College is an established GPS day and boarding school. The school was founded in 1902 by Mr. Arthur Rudd, who had a vision of moulding boys to be worthy leaders and good citizens – a vision that remains today. The College occupies 13-hectare site four kilometres from the centre of Brisbane and educates boys from Prep to Year 12.

PRIMARY OBJECTIVE

The Digital Content Creator is responsible for the BBC brand's digital presence including paid and organic social media, website management, creating engaging digital content, and email marketing. This role will play a pivotal part in boosting College brand visibility, increasing audience engagement, and aligning content strategies with broader BBC marketing goals. It requires successfully managing expectations and competing deadlines while maintaining strong stakeholder relationships.

KEY RESPONSIBILITIES

Content Creation & Management:

- Develop and deliver high-quality, on-brand content for social media channels (images, videos, blogs, posts, newsletters, etc.) to enhance brand visibility and engagement
- Create engaging video content using tools such as iPhone, DJI Osmo Pocket, Adobe CC, Canva, and CapCut, incorporating motion graphics where needed

Community Engagement:

- Foster a vibrant online community by responding to comments, messages, and inquiries while building strong relationships with followers
- Professionally engage with the community on social media pages, groups, WhatsApp groups, and via the group communications email

Data-Driven Insights:

- Monitor and analyse social media performance metrics, digital marketing campaign effectiveness, and ROI using analytics tools



- Provide insights and recommendations based on data to refine content strategies, optimise engagement, and improve paid and organic content performance

Trend Awareness & Innovation:

- Stay ahead of social media trends, emerging platforms, and digital marketing best practices, offering innovative strategies to keep the brand competitive
- Act as a go-to resource for identifying new trends, technologies, and opportunities to enhance digital presence

Brand Consistency:

- Ensure all content adheres to brand guidelines, tone, and visual identity, maintaining a consistent brand presence across all platforms
- Develop, publish and maintain high quality website content and ensure brand consistency across all digital channels, optimising for SEO and user experience
- Develop digital marketing campaigns to achieve KPIs, measuring effectiveness and ROI

Campaign Development & Execution:

- Plan, develop, and manage digital marketing campaigns across social media, email, and website platforms to achieve KPIs
- Manage Meta Ad campaigns, LinkedIn Campaign Manager, and Google AdWords where required

Video Production & Editing:

- Film, edit, and produce professional-quality video content for social media and digital platforms using tools such as Adobe Premiere Pro, After Effects, Canva, and CapCut
- Implement motion graphics using templates and ensure high production standards

Project & Stakeholder Management:

- Utilise project management tools (e.g., Asana) to manage workflows efficiently
- Collaborate with internal stakeholders to align content and campaigns with BBC goals

Email Marketing (eDMs):

- Develop and manage high-quality email campaigns using eDM platforms, ensuring engaging content and effective audience targeting

Search Engine & Digital Marketing Optimisation:

- Apply SEO, SEM, and keyword research strategies to enhance digital content visibility
- Utilise content management tools and analytics to improve search rankings and digital marketing effectiveness



QUALIFICATIONS AND EXPERIENCE

- Tertiary qualification in a business, digital, marketing or communications related discipline
- Digital marketing, social media, or e-commerce experience - minimum 2-3 years' experience in a similar digital marketing role
- Proven experience in content creation, video production, and digital marketing
- Proficiency in video editing (Adobe Premiere Pro, After Effects, Canva, CapCut) and motion graphics
- Strong analytical skills to measure and optimize digital marketing performance
- Experience managing social media, paid campaigns, SEO, SEM, and website content.
- Excellent storytelling, communication, and stakeholder management skills
- Ability to juggle multiple priorities in a fast-paced environment
- Familiarity with project management tools (e.g., Asana) and CRM platforms
- Strong problem-solving skills, attention to detail, and adaptability
- Comfortable working on Windows and proficient in Microsoft Office

ADDITIONAL

- This fast-paced role requires a highly organised individual with exceptional digital skills.
- Work alongside a Graphic Designer and an Editor/ Communications Officer
- To meet the dynamic requirements of the role, attendance at up to sixteen (16) term time home games or GPS championship events on Friday evenings or Saturdays per year will be required

MANDATORY REQUIREMENTS

- Adhere to the PMSA Code of Conduct
- Comply with College policies, procedures, and training requirements, including those related to occupational health and safety, risk management, child protection, and confidentiality
- Positively support the College's traditions and Christian ethos
- It is a condition of employment that the incumbent must apply for and obtain a Blue Card for Working with Children or current registration with the Queensland College of Teachers prior to and while you are employed in the position

Other

It is not the intent of this position description to limit the scope of the role in any way but instead to give an overview of the key responsibilities. All employees may be required, from time to time, to undertake duties that are outside their usual role but within their skills, competency, and capability. The position description is, therefore, a guide, rather than an exclusive or exhaustive list of duties, and is subject to review and modification by the headmaster or his delegate in response to changes in strategic direction, operational needs, and the growth and development of the incumbent's skills and experience.