



**ALL SAINTS'
COLLEGE**



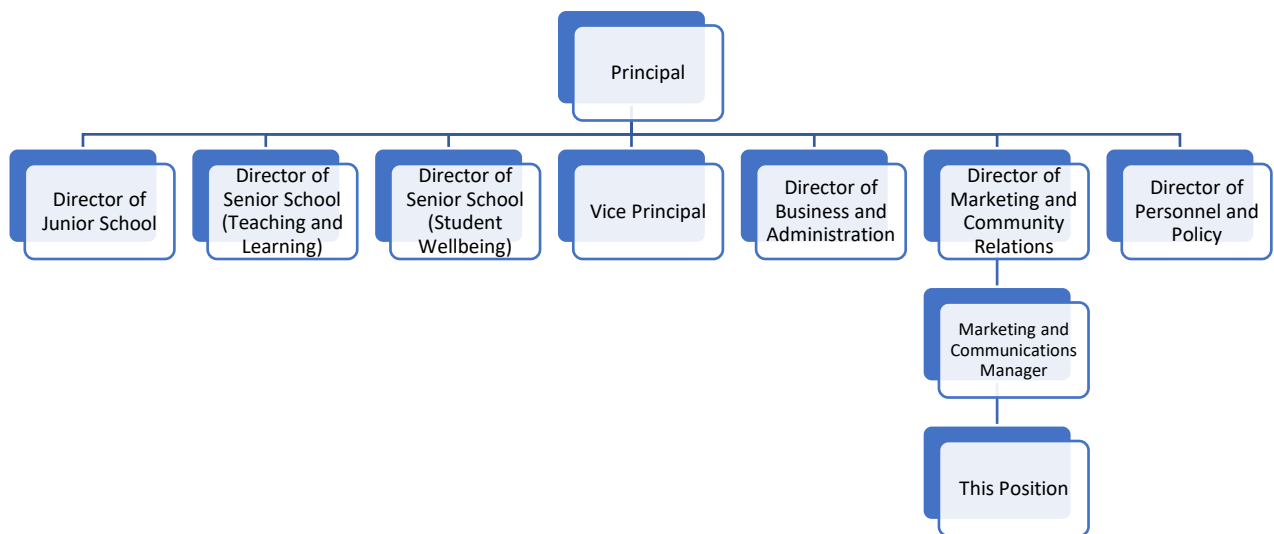
DUTY STATEMENT DIGITAL AND WEB DESIGNER

All Saints' College prioritises the safety, welfare and wellbeing of children and young people, and expects all staff and volunteers to share this commitment.

POSITION PURPOSE

The Digital and Web Designer is responsible to the Marketing and Communications Manager, with additional reporting to the Director of Learning Technologies, in carrying out the duties associated with the design and management of digital and web platforms for the College.

ORGANISATION STRUCTURE



KEY RESPONSIBILITIES

Duties in relation to the position include, but are not limited to, the following:

Primary duties

Digital and Graphic Design

- a) Design templates and aid staff in the creation of rich media content for various environments
- b) Assist Director of Learning Technologies to manipulate existing 'paper handouts' and transform these into rich digital formats
- c) Manage the creation of communication design assets, event collateral and creative concepts
- d) Maintain the All Saints' College (ASC) and The Studio School (TSS) primary brands across internal and external assets and support the brand development of existing and new College sub brands, including monitoring of brand usage
- e) Review printed and digital graphic design materials to ensure they are up to date and are consistent with the premium College brand
- f) Create a knowledge base of "how to" guides to assist staff in curating digital teaching resources and assist students in their learning of digital tools
- g) Provide one-to-one ongoing professional development to staff in the creation of rich media resources
- h) Manage the display of digital signage at the College including the creation of content and maintaining playlists
- i) Develop key presentation media for major College events
- j) Support the M&CM in the development of external digital advertising media

Web Design

- a) Manage and maintain ASC and TSS web platforms (portals and external website) and other digital assets to ensure a high standard of functionality and user experience
- b) Manage and maintain websites for College sub brands and advise on best practice design and implementation of these platforms
- c) Support the Director of Marketing and Community Relations in the implementation of SEO by assisting third party providers to optimise ASC/TSS web platforms
- d) Maintain knowledge of current and upcoming trends in web design and user experience and continue to evaluate existing sites to ensure they are up to date
- e) Develop and maintain Libapps applications to provide an excellent user-experience for the community
- f) Contribute to the strategic direction of the College intranet redevelopment project

Staff Expectations

- (a) Serve as a good ambassador of the College. This includes conducting oneself in accordance with the professional standards of the College.

- (b) Take an active part in the general life of the College — supporting policies, procedures, aims and objectives in order to facilitate the day-to-day operation and promote a high quality of education within the college.
- (c) Attend staff meetings as required and, on occasions, extraordinary meetings.
- (d) Where possible, promote and assist in the extracurricular programme of the College, interacting with staff in activities outside the set daily timetable.
- (e) Ensure all students and parents are provided with a quality service in a timely, efficient and friendly manner.
- (f) Maintain professional confidentiality concerning information about staff and/or students.
- (g) Strive to implement productivity, quality and service improvements on a continual basis.
- (h) Remain abreast of current trends through participation in and contribution to professional development activities and relevant professional organisations.
- (i) Comply with Occupational Safety and Health requirements in the workplace.
- (j) Ensure that all documents are prepared and presented in a professional format in keeping with the College practice and that high standards of spelling, grammar and punctuation are maintained.
- (k) Operate as a 'team player' always and fully support the Principal, Leadership Team and activities of the College.

Other Duties

- (a) On occasions, you may be directed to undertake other duties as required.

*The College recognises that Duty Statements are dynamic documents.
They are reviewed annually or as required.*

March 2023

Quals – Graphic Design, Multimedia or equivalent experience

Essential

Stakeholder management and customer service

Attention to detail and brand consistency

Exceptional time management

Creative flair

Experience in Adobe Creative Suite and other design platforms such as Canva

Desirable

Knowledge of HTML Code

Experience in website back end management systems

SEO and website optimisation

Knowledge of or interest in Education sector