DIGITAL CONTENT OFFICER

JOB DESCRIPTION

Reports to:  Dean of Information and Learning Technology

Department:  Information Learning Technology

A&TO level:

POSITION SUMMARY

The Digital Content Officer manages the Reprographics department which is responsible for the creation and production (print and digital) of content and resources for teachers and other staff/groups within the School community (K-12) with a focus on sustainability, rich media and emerging technologies. Overseeing both print and design, the Digital Content Officer can identify areas of concern and work with ILT Coaches to implement more sustainable alternate digital and rich media approaches where applicable.

The Digital Content Officer manages two staff members, the Library Evening Specialist (Design) and Web Programmer, as well as being the reporting officer for the Ricoh print room managed service. They must be able to work across the areas of print, web and graphics design both in a creative director/project management position and also in the day-to-day needs of each area.

ESSENTIAL CRITERIA

i)  Education & Training

Minimum of Cert IV in an associated area of study.

ii) Core Competencies (Knowledge, Skill & Experience)

Technical

- Excellent knowledge of HTML, CSS, JS and PHP.
- Excellent Mac environment knowledge. (Mac OSX, Page, Keynote)
- Excellent understanding of image editing applications (Photoshop and Illustrator).
- Ability to proficiently operate a range of camera equipment to ensure that a high-quality product is always captured.
- A high level of video editing proficiency in various applications (Final Cut, Adobe Premier, Adobe After Effects etc – specialty in at least one).
- Excellent digital file type general knowledge (.mov, .mpeg, .H.264, .m4v, .mp4, .eps, .gif, .jpeg, .png, .tiff, .mp3, .aiff etc)
- High level knowledge of file formats, paper types, prepress and print requirements.
• Sound ability to create and manipulate digital graphics for print and web environments.
• Excellent creative capabilities when designing unique and varied solutions finding and creating of digital objects.

(Managerial &) Human Relations
• Ability to manage staff across multiple areas (print, graphics and web)
• Ability to manage accounts and budgets, including creation of purchase orders and receiving of invoices.
• A customer service attitude where quality service is key to all you do.
• Ability to communicate effectively verbally and in various text forms with excellent etiquette principles.
• Ability to work collaboratively with various teams at the College.
• Ability to work with the boys at the College on various projects in a support role.
• Ability to establish clear goals for all staff members and monitor achievement of those goals
• Ensure deadlines are met by all staff reporting to the position

Additional Requirements & Values
• Ability to adapt to changing environments on a daily basis with minimal disruption.
• A drive to want to keep learning and undertake further study where appropriate.
• Positive outlook with the willingness to become involved in Scotch College life
• Demonstrated ability to embrace Scotch College Values of Service, Integrity & Stewardship underpinned by the values of the Uniting Church in Australia (UCA); in particular the UCA Charter of Education
• Demonstrated ability to abide by organisational Health & Safety Policy, Procedures & Guidelines

DESIRABLE CRITERIA
**CORE RESPONSIBILITIES & TASKS**

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<tr>
<th>Curriculum Support</th>
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<tr>
<td>• Actively produce content and products to visualise data in a more user-friendly model.</td>
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<td>• Create products that have excellent experience design thinking to ensure that the UI/UX is suitable for the Scotch community.</td>
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<td>• Supervising and coordinating content production to ensure projects meet deadlines and requirements.</td>
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<td>• Review and proof projects with attention to detail.</td>
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<td>• Managing project flow and creation and report progress regularly to all clients.</td>
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<td>• Actively support Teacher Librarians across the College in the creation of rich media for curriculum areas.</td>
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<td>• Provide assistance to students and teachers in the development of rich media resources for curriculum and project work.</td>
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<td>• Provide one-to-one ongoing professional development to staff in the creation of rich media resources.</td>
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<td>• Design templates for teachers in the creation of rich media content in various environments.</td>
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<td>• Work with teachers, students and the community on selected projects for events.</td>
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<td>• Work with others to ensure quality of external ILT items.</td>
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<td>• Work with ILT Coaches to manipulate existing ‘paper handouts’ and transform these into rich digital formats. Raise any suitable instances with ILT Coaches that are submitted to Reprographics.</td>
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<td>• Actively share and promote the work done at Scotch College with other colleges and third party suppliers.</td>
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<td>• Work collaboratively with the team at Presbyterian Ladies’ College in the creation of rich content.</td>
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<th>Digital Signage</th>
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<td>• Support the creation of content to be shown on the digital signage at the College.</td>
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<td>• Manage the Digital Signage System (BrightSign) and ensure that all TV’s across the College are operating correctly.</td>
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<td>• Establish a review process and implement continual improvements to the service offered each year.</td>
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<td>• Establish a method and training program for the decentralization of the management of content to individual areas of responsibility to ensure that departments and other sub schools can control their own content</td>
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<td>• Work with others to integrate external content onto the signage such as audio, weather, timetables etc.</td>
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Reprographics

- Managing all print production and ensuring level of quality expected is to the highest standard.
- Use reports on usage and sustainability impact to identify problem areas and present these during fortnightly meetings to line manager.
- Ensure budgets associated to reprographics managed appropriately and that all printing costs associated are attributed correctly.
- Aid in any required printing or other day-to-day print room needs.
- Establish printing conventions and templates to ensure the print room operates efficiently.
- Work with teachers, students and community to produce printed products that meet their needs.
- Ensure that all content produced complies with applicable Copyright laws and practices.
- Ensure that stationery cupboard is maintained and all accounts associated cost are attributed correctly.
- Work with Marketing, Advancement & Community Engagement to provide in-house printing support where available.
- Operate, manage and troubleshoot in-house 3D printing in a timely fashion.
- Creation of a knowledge base of “how to” guides for the internal operation of the department.
- Present an annual report of the department due in January each year.
- Ensure Exam processes are followed and feedback is given to appropriate parties during and at end of exam printing dates.
- Promote reprographics service K-12.
- Establish and maintain staff documentation for processes and special printing requirements across the entire college within ask.plcscotch.
- Creation of the reprographics 2020 strategic plan.
- Liaise with Ricoh for all printing fleet needs and coordinate any changes/requests.
- Active monitoring of printer fleet via PRTG.

Web Design
• Maintain and troubleshoot all SpringShare products used by the College for web presence.

• Ensure that content created is mobile friendly and device agnostic and that development and release of new sites occurs at the same time for all platforms and devices.

• Maintain knowledge of trends in web design and continue to evaluate existing sites to ensure they are up to date.

• Creation of templates that can be used across the college to quickly run up websites for various uses.

• Maintain and highlight any issues of security to the technical teams.

• Establish a testing routine for continual evaluation of sites and coordinate these with 1Degree to complete on a regular basis.

• Design CMS sites with sustainability and ease-of-use in mind, so content editing is managed directly by the responsible party.

• Ensure all projects are mapped on a Gantt timeline for ensure that all requests can be scheduled appropriately.

• Ensure a training schedule are set for all completed projects and a log of this is maintained.

• Establish design handoff package with Web Programmer.

• Manage budgets for casual staff.

• Active monitoring of web services via PRTG.

This job description is intended as a guideline to illustrate the main job responsibilities. It is not intended to be an exhaustive list and may change within the scope of the role at the Manager’s discretion. Employees may also be required to undertake other reasonable duties as directed.

Employee Name: Tim Burrows  Employee Signature: ____________________  Date: 28/9/2017

Updated 28/9/2017