



KEARSNEY COLLEGE

Founded in 1921

Digital Marketing Content Creator

The Marketing Department is seeking an experienced content creator, to start as soon as possible. Reporting to the Marketing Director, the successful candidate will be responsible for creating and delivering engaging digital content across the range of platforms in support of Kearsney's overall marketing strategy.

Key responsibilities include (but are not limited to):

- creating innovative and engaging digital content across all platforms, in line with the marketing objective;
- planning, producing and creating digital content to be used across all our digital channels, increasing engagement with our audiences and stakeholders;
- monitoring, analysing and reporting on the performance of digital channels and activities;
- creating promotional videos for various purposes, channels and audiences;
- assisting with digital content creation for the Kearsney College Old Boys and the Kearsney Foundation, as required; and
- fulfilling the role of school photographer – capture, sort, edit, rate and post images from sports, academic and cultural events at the College.

Key competencies include:

- strong design skills and proficient with range of graphic design software;
- ability to identify, create, manage and deliver digital content;
- excellent written communication and copywriting skills; and
- excellent photography and videography skills and a talent for producing engaging photographs and videos.

The successful candidate should be self-motivated, with high levels of initiative, energy and drive. They should be able to work independently and manage their own time, while also able to work as part of a team.

A relevant education qualification and a successful track record in a similar environment would be an advantage.

The successful candidate will be required to work on Saturdays during term time and the occasional evening to capture, edit and publish photographs and videos from fixtures and events. Limited travel will be required.

Kindly forward a three-page CV by Monday 21 August 2022 to liezel@dixierecruitment.co.za.

Kearsney College reserves the right to not make an appointment. An application does not entitle the applicant to an interview. Only short-listed candidates will be contacted. Applicants are advised that if they have not been contacted by 05 September 2022, please accept that your application has been unsuccessful.

In terms of the Protection of Personal Information Act, 4 of 2013, section 11(1)(a), by applying for this vacancy, you grant Kearsney College consent to use your CV and personal details for the purpose of application to this specific role. The personal information of unsuccessful applicants will be destroyed once the purpose for which the personal information was collected ceases to exist.