

Videographer & Digital Media Content Creator- Geelong Tech School

Position Summary

The Videographer & Digital Media Content Creator at Geelong Tech School is responsible for producing high-quality digital content that engages students, teachers, industry, and the community. This includes managing social media platforms and ensuring content is engaging, on-brand, and aligned with the Communication Plan. The role involves content creation, performance monitoring, and audience engagement.

The successful candidate will have proven experience in video production, including filming, lighting, and audio recording, with strong storytelling techniques suited to an educational setting. Proficiency in Adobe Premiere Pro, After Effects, and other editing software is essential, along with expertise in motion graphics, colour grading, and sound design. The role also includes capturing high-quality photography and designing visual assets using Adobe Photoshop and Illustrator.

A passion for digital marketing is key, with hands-on expertise in Facebook, Instagram, TikTok, and LinkedIn, as well as photography and video production tools. Strong communication and people skills are essential for working with students, teachers, and partners. This role requires managing multiple projects, scheduling posts, providing technical advice, and overseeing all social media content. The ability to work both independently and collaboratively is crucial to success in this role.

Organisational Overview

The Gordon is a dynamic and inclusive organisation. We are a thriving community where everyone connects and works together to inspire our students. Working here is more than a job, it is a chance to come to work each day knowing that what you do is having a positive impact on the future for our students, no matter what your role is.

At the Gordon, everyone is welcomed, everyone is valued, and everyone can make a difference. This is the spirit of our culture, and it stems from our values, which were the result of a collective employee voice. They define who we are, what we stand for and are the reference for our actions and decisions.

The community at The Gordon share a passion for creating the future. Being student minded means we provide a rich, rewarding environment for every student to succeed. We take this mindset to our staff as well, we are The Gordon and we support each other to bring our best as we excel and grow.

We encourage you to define and pursue your own development and career aspirations and provide the opportunities to help you bring your best to your current role and to prepare you for future roles. With energy, drive and ambition, there's no limit to where your career can go.

Our Values

We are The Gordon
We bring our best
We create the future
We are student minded

Portfolio

Geelong Tech School

Reporting to

Operations Manager-
Geelong Tech School

Classification

PACCT 6

Responsibilities

Manage Geelong Tech School's social media presence in line with the existing communications plan, ensuring content is engaging, on-brand, and effectively communicates with students, teachers, and industry partners.

1. Plan, create, and edit high-quality video content, including filming, lighting, and audio recording, to support educational programs, events, industry collaborations, and promotional initiatives.
2. Produce motion graphics, animations, and visual effects using Adobe After Effects and other tools to enhance learning materials and digital storytelling.
3. Capture high-quality photography and design visual assets using Adobe Photoshop and Illustrator for use across digital and print platforms.
4. Monitor social media performance, produce monthly reports with key insights, and adjust strategies to maximise audience engagement and content effectiveness.
5. Actively seek and generate content opportunities by engaging with staff, students, and industry partners to showcase innovative programs and success stories.
6. Ensure all content aligns with Geelong Tech School's mission and maintains a consistent visual and written brand identity.
7. Perform other duties as directed by the Operations Manager to support the overall objectives of Geelong Tech School.
8. Assist and support other team members as required.
9. Actively participate in an annual performance planning and review process.
10. Ensure all are accountable for respect, equality and inclusion for student and employee experiences.
11. Undertake the responsibilities of the position adhering to The Gordon's policies, procedures and guidelines and legislative requirements.
12. Other duties and projects as directed by The Gordon within the scope of the position and qualifications and experience of the incumbent as required.

Stakeholder Relationships

- Partner School Teachers & Students
- The Gordon Teachers
- Tech School Staff
- Department of Education
- Community & Industry Partners

Key Requirements

Knowledge, Experience and Attributes

- Proven experience in filming, lighting, and audio recording, with a strong understanding of camera operation, composition, and storytelling techniques suited to an educational setting.
- Proficiency in Adobe Premiere Pro, After Effects, and other editing software, including experience with color grading, motion graphics, and sound design to create engaging educational content.
- Ability to create engaging animations, explainer videos, and motion graphics using After Effects or similar tools to enhance learning materials and communicate complex STEM concepts effectively.
- Ability to develop and produce compelling video content that aligns with Geelong Tech School's mission of inspiring and engaging students in STEM and future-focused industries.
- Experience in capturing high-quality photos and designing visual assets using Adobe Photoshop & Illustrator, for use in promotional and educational materials.
- Understanding of how to optimise video content for social media and web platforms (YouTube, Instagram, Facebook, LinkedIn, TikTok) to maximise engagement with students, educators, and industry partners.
- Ability to manage multiple projects simultaneously, meet deadlines, and work independently while collaborating with the broader team to ensure content aligns with strategic goals.
- Ability to work effectively with educators, students, and industry partners to produce content that enhances learning experiences and promotes Geelong Tech School initiatives.
- Ability to demonstrate The Gordon's values and behaviours.

Qualifications

- A relevant qualification in a related field (e.g.; Graphic Design, Multimedia, digital design); or an equivalent alternate combination of relevant knowledge, training, and/or experience.

Child Safe Requirements

- Demonstrated working knowledge and application of the Victorian Child Safe Standards and National Child Safe Principles.
- Demonstrated knowledge and application of appropriate behaviours when engaging with children, including children with a disability and from culturally and/or linguistically diverse background

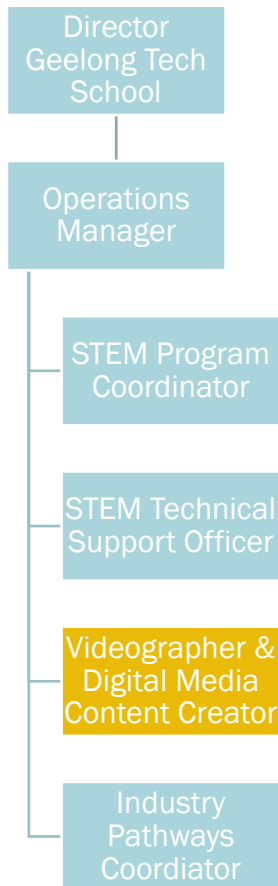
Organisational Requirements

- A valid Working with Children Check.
- National Police Check
- Australian Citizenship, Permanent Resident or hold a valid work permit or visa.

Organisational Commitments and Responsibilities

<p>Values and Workplace Culture</p>	<p>As an employee of Gordon, you are responsible for upholding the Values and expected standards of behavior and performance as outlined in the <i>Employee Code of Conduct</i>. You will be visible and accountable for these ways of working.</p>
<p>Safety of Children and Young People</p>	<p>As an employee, you must always behave in ways that promote the safety, participation, empowerment and wellbeing of students, children and young people.</p>
<p>Cultural Safety and Respect</p>	<p>The Gordon, acknowledge the traditional custodians of the land on which we work and do business. We pay our respects to their culture, Elders, past, present and emerging who have taught their children and adults on this land. As an employee you will work with First Nations in a culturally safe and respectful way.</p>
<p>Respect Equality and Inclusion</p>	<p>The Gordon recognises that embracing inclusion is fundamental to advancing learning, knowledge and success in the workplace. As an employee you will actively contribute to an inclusive culture at The Gordon where everyone feels valued and respected, and able to fully contribute.</p>
<p>Health, Wellbeing and Safety</p>	<p>The Gordon is committed to the health, safety and wellbeing of our employees, students and people in our workplaces. As an employee you are required to perform adhere to the <i>Occupational Health and Safety Act (2004) Vic</i>, in particular the following:</p> <ul style="list-style-type: none"> • take reasonable care for your own and other’s health and safety in the workplace; • take reasonable care that your actions or omissions do not adversely affect the health and safety of yourself or others in the workplace; • cooperate with any reasonable directions, policies, procedures and/or guidelines relating to health, safety and wellbeing; • report all injuries, near misses and hazards; • participate in health and safety training and initiatives. <p>As a People Leader you are required to ensure a safe and healthy work environment for all employees, contractors, clients, volunteers and visitors</p>
<p>Equal Opportunity</p>	<p>The Gordon is committed to equal opportunity and providing an environment free from discrimination, harassment and vilification for all members of The Gordon. The Gordon will not tolerate discrimination, sexual or discriminatory harassment, racial or religious vilification or victimisation in any activities. All members of The Gordon have a responsibility to work individually and collectively to achieve a work and study environment in which equal opportunity is fostered.</p>

Organisational Structure



Signature.	
Incumbent Name:	
Incumbent Signature:	
Date	
This position description provides the general scope, responsibilities and accountabilities of the position. Changes to the role should be expected reflecting changes in organisational goals and priorities, activities and job focus.	