



**ALL SAINTS'
COLLEGE**



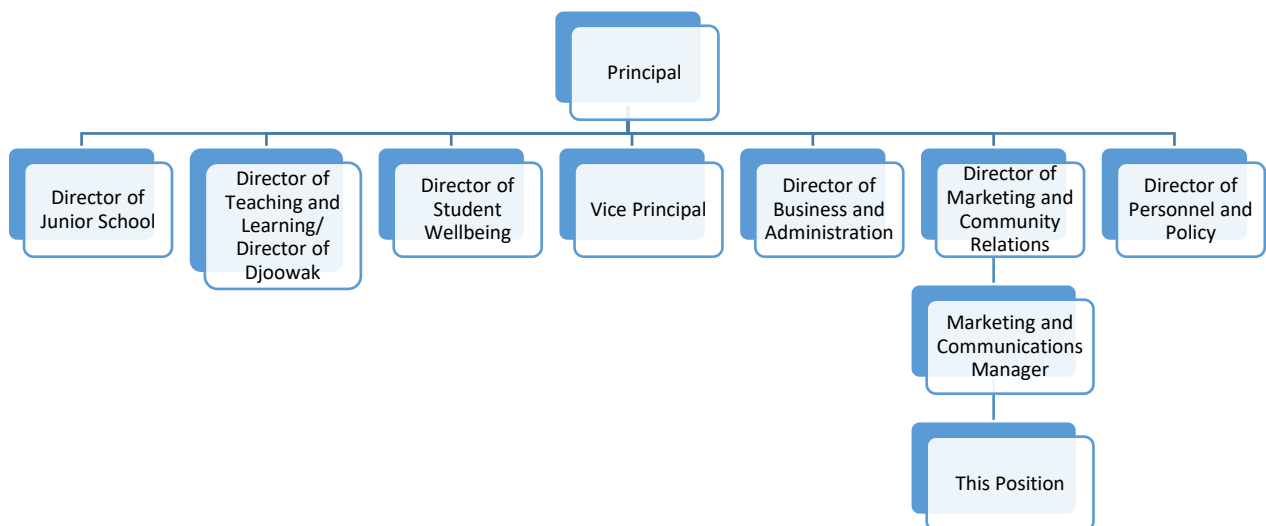
DUTY STATEMENT DIGITAL MARKETING COORDINATOR

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

Taking the lead and owning our digital marketing and communications initiatives to support the activities of the Community Relations Department which is responsible for the ongoing promotion of the College to the community to ensure our position as a leading independent school is maintained and enhanced and is supported by a strong pipeline of student enrolments.

ORGANISATION STRUCTURE



KEY RESPONSIBILITIES

As the Digital Marketing Coordinator, you report to the Marketing and Communications Manager (MCM) to undertake a range of duties associated with promoting the College internally and externally. You will lead the delivery of strategic digital marketing initiatives including the College's electronic publications and newsletters, content production and publishing and management of our digital channels including website and social media.

In this role, you will be required to demonstrate a high level of initiative in a wide range of situations and to work effectively as part of a small team, ensuring a first-class service is provided to our internal stakeholders and the wider College community.

As well as outstanding interpersonal skills and the ability to think creatively, you will exercise a high degree of attention to detail, a flair for the written word and maintain branding consistency according to the College's style guide and brand voice.

Website and Social Media

- a) Upload and edit content to the All Saints' College, The Studio School (TSS) and HotHouse Company website to ensure a regular and engaging conversation.
- b) Develop and manage a content calendar for all social media channels including ASC, TSS, HotHouse Company and Old Saints.
- c) Identify, produce, schedule and publish content for ASC and other sub-brands' social media platforms and websites.
- d) Plan and execute paid advertising campaigns on social media.
- e) Track, analyse and report on data and insights and review content performance.
- f) Monitor all ASC social media platforms and provide customer service to queries and complaints.
- g) Stay up to date with trends in social media to ensure ASC's output is in line with best practice and continuously maximise ASC's digital presence.
- h) Maintain brand voice and consistency and ensure tailored messaging across all platforms and brands.

Photography and Videography

- a) Shoot and produce video content for various College platforms to support the College's objectives and promote events.
- b) Develop and manage a photography/videography calendar and liaise with relevant staff to capture a diverse range of College events and activities.
- c) Support external photography and videography projects including preparing creative briefs and coordinating shoots.
- d) Identify and execute opportunities for engaging visual and digital content.
- e) Support Director of HotHouse in filming and gathering footage for inclusion in Presentation Night Video and other HotHouse video content.
- f) Assist MCM with taking photographs and video of College events (during school and after hours).
- g) Support the ongoing development and maintenance of the College's photo management software, Pixevely.

Publications

- (a) Develop, edit and produce digital content for ASC publications including *The Dove*, *Dovetails* and *Columba*.
- (b) Collate information, write, edit and digitally distribute the College's fortnightly newsletter, *The College Courier*.
- (c) Ensure clarity, consistency, and implementation of College style and branding in internal and external communication.
- (d) Proof documents for internal and external distribution.

Community Relations / Events

- a) Support the MCM/DMCR with producing promotional materials for College community groups.
- b) Work with the Community Relations Officer (CRO) to recruit members to each Old Saints online year group and ensure a regular and effective engagement.
- c) Support the MCM/Events Manager in the creation of invitations/badges/signage to events and attendance where directed.
- d) Assist the CRO/Heritage Coordinator (HC) in the delivery of the annual Heritage Week event.
- e) Support Community Relations Team (Events/Admissions) on occasion at various College and community events.
- f) Engage with sub-schools, year levels and internal teams to identify promotional opportunities and prepare relevant content for various publications and for use on College platforms.
- g) Assist MCM at various College photograph days throughout the year.

Staff Expectations

- (a) Work on the front desk (reception) as required (cover for breaks/holidays as part of a roster system).
- (a) Serve as a good ambassador of the College. This includes conducting oneself in accordance with the professional standards of the College.
- (b) Maintain professional confidentiality concerning information about staff and/or students.
- (c) Strive to implement productivity, quality and service improvements on a continual basis.
- (d) Remain abreast of current trends through participation in and contribution to professional development activities and relevant professional organisations.
- (e) Comply with Occupational Safety and Health requirements in the workplace.
- (f) 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.
- (g) Operate as a 'team player' always and fully support the Principal, Leadership Team and activities of the College.

Other Duties

- (h) The Communications Officer may, from time to time, be asked to undertake other duties by DMCR and or the Principal.

SELECTION CRITERIA

Essential

- A tertiary qualification in marketing, digital media, journalism or communications is essential
- Experience in social media management and scheduling software
- Proven experience creating multi-channel content through a number of mediums (video, photo, written etc)
- High degree of attention to detail
- Outstanding interpersonal skills
- Highly developed written communication skills

Desirable

- SEO and SEM experience
- Experience with SLR cameras and photography
- Experience with videography and editing programs
- Experience in website backends and software

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

March 2023