



## JOB DESCRIPTION

**Position: Outreach and Digital Content Coordinator**

**Reports to: Director of Marketing and Admissions**

### **Safeguarding:**

Marymount International School Rome is committed to safeguarding and promoting the welfare of children and expects all staff and volunteers to share this commitment and understand that the child's welfare is our paramount concern. Every child should feel safe and protected from any form of abuse which, in this policy, means any kind of neglect, non-accidental physical injury, sexual exploitation or emotional ill-treatment. The School should provide a caring, positive, safe and stimulating environment that promotes the social, physical and moral development of the individual child.

### **Job Summary:**

The Outreach and Digital Content Coordinator plays a crucial role in developing and implementing outreach strategies and managing website content, copyright, press, publications and social media management to increase awareness, engagement, and participation in Marymount International School Rome's mission. This role combines the responsibilities of an Outreach Coordinator and a Digital Marketing Coordinator to create a comprehensive digital presence that reflects Marymount's commitment to academic excellence, global citizenship, and holistic education.

The Outreach and Digital Content Coordinator, is under the supervision of the Admissions and Marketing Director and creates compelling website content, manages social media accounts, and ensures effective communication with the school community and target audiences.

### **Duties and Responsibilities:**

#### Website Content Management:

Ensure Marymount International School Rome's website has well-structured and up-to-date content that aligns with the school's mission and values. Create and commission web pages, images, videos, news posts, guest articles, and marketing copy. Manage the content management system (CMS) and provide training when necessary. Collaborate with IT staff to optimize the CMS configuration to support the school's mission.

#### Digital Outreach Strategy:

Develop and execute comprehensive digital outreach plans to reach target populations and increase awareness of Marymount's mission. Identify and build relationships with community



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organizations, partners, and influencers to maximize outreach opportunities and to ensure website content resonates with the target audience and reflects the school's core values.

### Social Media Management:

Manage Marymount's social media accounts. Distribute school news content across social media platforms to foster engagement, showcase student achievements, and highlight the school's commitment to global citizenship and academic excellence.

### Alumni Engagement:

Gather relevant information and stories from Marymount alumni for the website and social media channels. Showcase alumni accomplishments, contributions to society, and their connection to Marymount's mission. Foster strong communication and engagement with alumni through newsletters and other digital channels.

### eNewsletters:

Prepare and distribute eNewsletters to the Marymount community, including parents, students, faculty, and alumni. Create engaging content that reflects the school's mission, promotes events, shares important updates, and celebrates the achievements of students and staff.

### Global Engagement:

Highlight Marymount International School Rome's commitment to global citizenship and international education. Share stories, experiences, and projects that cultivate an understanding of diverse cultures, promote intercultural dialogue, and reflect the spiritual life of the school community.

### Event Calendar:

Ensure school events, including academic, cultural, and service-oriented activities, are regularly updated on the website calendar to provide accurate information to the school community and potential attendees.

### Data Analysis and Reporting:

Monitor and analyze the effectiveness of digital outreach initiatives, website performance, and social media engagement. Prepare reports to assess the impact of digital efforts and provide data-driven recommendations for continuous improvement and growth.

### Collaboration and Coordination:

Work closely with internal teams, to align digital outreach efforts with Marymount International School Rome's mission and values. Ensure consistent messaging and a cohesive digital presence.

### Additional Responsibilities:



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Undertake any other tasks reasonably requested by the school administration to support the school's digital outreach and content management efforts in line with Marymount International School Rome's mission.

### **Health and Safety:**

Employees are responsible and accountable for:

- Compliance with workplace policies and procedures for risk identification, risk assessment and risk control
- Active participation in activities associated with the management of workplace health and safety
- Identification and reporting of health and safety risks, accidents, incidents, injuries and property damage at the workplace
- Correct utilization of appropriate personal protective equipment

### **GDPR:**

The post holder must ensure that all information is treated confidentially and with absolute discretion at all times, complying with the School's data protection procedures and the requirements of GDPR.

### **Acknowledgement:**

This job description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities and qualifications required of employees assigned to the role.