



**JOB DESCRIPTION**  
**DIGITAL COMMUNICATIONS COORDINATOR**

<b>Employment Conditions</b>	<b>Part-time (4 days per week in 2023, 3 days per week from 2024), ongoing subject to successful completion of 6 month probation period</b>
	<b>In accordance with the Educational Services (Schools) General Staff Award</b>
<b>Reports to</b>	<b>Director of Marketing and Enrolments</b>
<b>Last Revised</b>	<b>March 2023</b>

Our overarching purpose is **to engage hearts and ignite curious minds**.  
Our intent is to enable staff to flourish in a supportive and inspirational environment that encourages personal and professional growth.

**OUR PURPOSE:** To engage hearts and ignite curious minds.

**OUR VALUES:** • Courage • Respect • Aspiration • Compassion • Integrity

**ROLE**

The Digital Communications Coordinator promotes St Mary's to internal and external audiences, via digital communication, with the primary purpose to maintain an engaged and responsive social media community.

This position is all year round, with days and hours determined by the needs of the department.

**RESPONSIBILITIES**

The responsibilities of the Digital Communications Coordinator include:

**Social Media**

- Create, curate and manage a monthly content calendar to curate and schedule unpaid content across St Mary's social media channels (Facebook, Instagram, LinkedIn) aligned to the Marketing & Communications Plan.
- Develop and publish engaging social media stories for target audiences.
- Moderate and respond to community engagement on St Mary's social media channels with backup support from Communications Specialist.
- Contribute to monthly report on key metrics for social channels and competitor comparison.

**Photos / Videos**

- Photograph and/or film key school events for social media channels aligned with the Marketing & Communications Plan.
- Schedule and coordinate marketing photography and video requirements with external suppliers as required.
- Maintain database for photo assets ie. image management and access within St Mary's staff.
- Conduct photo searches for Marketing and/or Philanthropy purposes.
- Ensure there is appropriate permission for images used in marketing material.

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- Provide images for communication and marketing purposes as required – *Fideliter, Almerta*, website, advertising, marketing collateral, and assist with content preparation as required.
- Other duties as specified by the Principal and the Director of Marketing & Enrolments.

The above is meant to describe the general nature and level of work being performed; it is not intended to be construed as an exhaustive list of all responsibilities, duties and skills required for the position.

### EDUCATION, EXPERIENCE, SKILLS AND PERSONAL QUALITIES

#### Education/Qualifications

##### *Essential*

- Relevant tertiary qualification and/or equivalent experience in digital communications.

#### Experience and Skills

##### *Essential*

- Strong skills in SLR photography and video; video editing software (DaVinci Resolve or Premiere Pro) and photo editing software (Adobe Lightroom).
- Intermediate skills in Adobe Creative Cloud tools.
- Experience in content development for websites and social media.
- Experience in using a range of digital platforms.
- Excellent stakeholder management and relationship building skills.
- Excellent communication skills and the ability to think situations through logically and thoroughly.
- Ability to prioritise effectively and manage a diverse range of tasks in a busy environment.
- Maintain a high level of resilience and emotional agility.
- With personal responsibility and through collaboration and teamwork, be able to successfully navigate and manage change.
- Be able to use your personal and problem-solving skills to manage and work collaboratively through conflict, to resolution.

#### Personal Qualities

##### *Essential*

- Ability to communicate positively and effectively with co-workers, students and the wider school community with maturity and discretion.
- Ability to work under pressure in a calm and methodical manner.
- Well-developed communication and interpersonal skills.
- Ability to use initiative.
- Good sense of humour with a positive outlook.

### WORKING RELATIONSHIPS

#### Internal

Principal  
Director of Marketing & Enrolments  
Executive staff  
Administrative staff  
Teaching staff  
Students

#### External

Parents, guardians or relatives of students  
Suppliers

**OUR COMMITMENT TO CHILD SAFETY AND CHRISTIAN VALUES**

St Mary's Anglican Girls' School is a child safe environment. Our school actively promotes the safety and wellbeing of all students, and all school staff are expected to be committed to protecting students from abuse or harm in the school environment, in accordance with their legal obligations and in accordance with our Child-safe Framework. A valid Working with Children Card and National Police Clearance are required for all employees at St Mary's Anglican Girls' School.

St Mary's is an Anglican school and applicants should be able to demonstrate empathy with and support for the School's Christian values.

St Mary's is a non-smoking campus and all staff are expected to adhere to this.