

POSITION DESCRIPTION

DIGITAL CONTENT COORDINATOR

Reporting to: Marketing & Communications Manager

Employment Status: Fixed term contract, 28 April 2025 – 12 December 2025
32.5 hours per week
9.00am – 4.00pm Monday-Friday (half-hour lunch break)

POSITION PURPOSE

The Digital Content Coordinator will support the Marketing & Communications Manager to enhance and extend Marsden School's digital presence through the website and social media. They will create and deliver original, compelling content to increase brand awareness, raise the school's profile, engage new audiences and retain and grow existing audiences.

RESPONSIBILITIES

Content creation

- Write and edit content for the school website, community website, news stories, press releases and social media channels.
- Be aware of school events and liaise with staff and students to create exciting and consistent content.
- Photography, video-shooting and editing.
- Upload images and other material onto the school website, community website, social media channels, and digital asset management system to support impactful storytelling.
- Maintain the Marsden School photo, video and digital asset library.
- Source digital images for Development Manager and Community Events Facilitator.
- Support the Marketing & Communications Manager with the production of marketing materials such as brochures, other collateral, and digital banners including using Adobe suite.
- Digital flipbook creation.
- Creating slide decks as required.

Website & Digital Media

- Website administration including creating and updating copy, our latest news, images, creating new pages, forms and other content to promote Marsden School.
- Ensure information is up-to-date, relevant and engaging.
- Monitor functionality, assess performance and maximise SEO.
- Liaise with internet service provider and external support to resolve technical issues.
- Update information/news about Marsden School on third-party and educational websites.
- Keep an eye on other schools' websites and continually look for new ideas for website development.
- Assist Marsden School's sports department with technical support for the sports website

Social media

- Manage the school's social media accounts across multiple platforms.
- Create and implement effective social media plans that drive engagement.
- Engage appropriately and proactively with our social media audiences ensuring that the integrity and image of Marsden School is maintained.
- Monitor social media comments and bring to the attention of the Marketing & Communications Manager if issues are identified.

Reporting

- Monitor, analyse and report on website, social media channel and advertising campaign performance.
- Regularly conduct and report on competitor analysis and benchmark against our performance.

Other

- Proofread content for print and digital media.
- Adhere to the school's brand guidelines and brand style guide to ensure consistency across all marketing and communications.
- Keep abreast of the latest digital marketing and social media trends and best practice.
- Contribute to the overall design of digital marketing and communications and content plan to include search (paid and SEO), digital advertising, videography/photography, listings and social media.
- Undertake any reasonable duties requested by the Principal, Senior Leadership Team or Marketing & Communications Manager required to meet the needs of Marsden School.

External Liaison

- External support/maintenance/upgrades for website (Umbraco).
- External support/maintenance for community website (Potentiality).
- Liaise with Sports Director re sports website (Sporty).
- Liaise with Old Girls' media representative re news sharing.
- Liaise with Speech & Drama Specialist re online registrations.

Health and Safety

- Practising within Marsden School's health and safety policies and procedures outlined in the Health and Safety Policy Manual.
- Reporting all identified hazards, incidents (including near-misses) and accidents to your Manager.
- Contributing to ensuring that a safe working environment is maintained at all times.
- Participating in mandatory health and safety training as required.

This job description does not intend to cover every detail that may be required within the role, and the expectation is that any other reasonable requests made by the team will be undertaken.



RELATIONSHIPS

Internal

- Marketing & Communications Manager
- Principal
- Principal's EA
- Senior Leadership Team (Deputy Principal, Chief Operating Officer, Head of Senior School, Head of Middle School and Head of Primary School)
- Head of Preschool
- Development Manager
- Business Development Manager
- Community Events Facilitator
- Director of Sport
- Director of Performing Arts
- Director of Music
- Enrolment Registrar
- Careers Advisor
- IT Manager, IT Technician and IT Systems Administrator
- General staff, teachers and students

External

- Third party vendors
- External support partners

In order to meet the changing needs of Samuel Marsden Collegiate School, this job description may require change from time to time.