



St Catherine's School

Waverley

*An Anglican day & boarding school for girls,
Kindergarten to Year 12. Founded in 1856.*

Position: Digital Media Coordinator

Responsible to: Headmistress

Reporting to: Media Manager

Effective date: March 2014

Primary purpose of the position:

The Digital Media Coordinator is responsible for creating and managing all aspects of St Catherine's School digital and social media presence under the guidance of the Media Manager.

Major Responsibilities:

1. Media:

- Produce internal and external communication pieces covering school activities, events and school life for publications, newsletters, promotional materials and online use.
- Responsible for producing the weekly e-newsletter accurately and on time.
- Responsibility for upkeep of the website and portal content.
- Identify relevant stories to cover and then determine the appropriate platform for broadcast in consultation with the Media Manager.
- Research topics, contacts and interview sources for the relevant publications
- Coordinate staff and student publications to ensure accuracy in writing, editing and posting of communications
- Maintain school noticeboards
- Perform role of school photographer.
- In consultation, coordinate promotional photo shoots.
- Maintain the photographic database

2. Social Media:

- Manage school's presence in social networking sites including Twitter, FaceBook LinkedIn
- Manage and monitor the school's online and media profile.
- Create and deliver frequent and informative posts/tweets on relevant social media.
- Coordinate the marketing calendar with online activity.
- Track social media influence measurements.

- Provide communications support for school social media initiatives including the Student Voice website.
- Work with departments to ensure proper online messaging and relevancy, ensuring consistency of messages across multiple networks.
- Prepare reports on usage statistics, and continuous monitoring and coverage of all sites.
- Identify and highlight relevant new social media opportunities.

3. Other Duties:

- Provide support to the media team.
- Participate in relevant internal and external meetings including general staff meetings..
- Comply with the school's policies and procedures as well as Health and Safety requirements.
- Produce marketing materials in line with the school's Strategic Plan and Operational Plan.
- Support the Christian ethos of the school.
- Attending functions out of regular working hours may be required.

4. Undertake other duties as required by the Headmistress.

SELECTION CRITERIA:

The success candidate will possess the following skills and abilities:

- Expertise in news-gathering, writing, editing and some form of media production
- Experience and expertise in marketing and promotions
- Strong ICT skills
- Skills in problem solving, setting priorities, delegating, giving guidance and direction, working under pressure.
- Excellent writing and proof-reading skills including knowledge of standard English grammar and proofreader's marks
- Attention to detail ensuring an exemplary professional standard is maintained
- Strong written and oral communication and presentation skills
- A tertiary qualification in media, communications, PR, marketing or relevant discipline and at least 5 years relevant experience would be desirable
- Support for the Christian ethos of the school

Knowledge of and/or experience in the use of Microsoft Office Suite and Adobe Creative Suite would be an advantage.