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.