

DIGITAL MARKETING CO-ORDINATOR

JOB DESCRIPTION

Reports to: Director of Marketing and Development

Department: Marketing and Development

POSITION SUMMARY

The Digital Marketing Coordinator provides overall assistance with College Marketing and Communications forming an integral element of Scotch's vision to further the creation and publishing of relevant digital content for our community.

Reporting directly to the Director of Marketing and Development, the Digital Marketing Coordinator will plan, schedule and implement initiatives to raise brand awareness and deliver on the organisations overall digital content strategy. This role specifically involves the capture, creation and general manipulation of a wide range of digital communications.

ESSENTIAL CRITERIA

i) **Education & Training**

Tertiary qualification in a relevant discipline.

ii) **Core Competencies (Knowledge, Skills & Experience)**

Technical

- Demonstrated knowledge of Mac environment including Mac OSX, Page, Keynote
- Ability to proficiently operate a range of camera equipment to ensure that a high quality product is always captured
- Demonstrated video editing proficiency in various applications including Final Cut, Adobe Premier, Adobe After Effects with a speciality in at least one area
- Excellent file type general knowledge including .mov, .mpeg, .H.264, .m4v, .mp4, .eps, .gif, .jpeg, .png, .tiff, .mp3, .aiff etc
- Sound ability to create and manipulate digital graphics for print and web environments
- Sound understanding of image editing applications (Photoshop and Illustrator)
- Demonstrated skills in analytical reporting
- Excellent literacy, writing, editing and proofing skills
- Wordpress and general web editing experience would be highly desirable but not essential

Human Relations

- An effective communicator both verbally and in various text forms with excellent etiquette principles
- Ability to work collaboratively with various teams within the Marketing Department and the College as a whole
- A demonstrated ability of delivering excellent customer service and managing positive working relationships with internal and external customers

iii) **Additional Requirements & Values**

- Proven track record in a role that demands autonomy and self-motivation, service-orientation, marketing and business development skills
- Ability to adapt to changing environments on a daily basis with minimal disruption
- Flexibility with working times to suit the range of events that the College holds on a regular basis
- Demonstrated commitment to developing ongoing social media education through relevant memberships and attendances at appropriate conferences, seminars and courses
- A 'can do' and energetic approach and the willingness to be proactive
- Demonstrated Ability to embrace Scotch College Values of Service, Integrity & Stewardship
- Demonstrated ability to abide by organisational Health & Safety Policy, Procedures & Guidelines

CORE RESPONSIBILITIES & TASKS

Digital Content

- Create, develop and maintain all digital communication, including creation and maintenance of a Digital Content Library
- Develop content (images, graphics, video etc) for use on digital/social media channels to support business goals
- Capture, process and upload formal and informal photos to the appropriate publications
- Work with the Marketing and Development team, teachers and the community to capture a wide range of quality content from current events at the College in digital formats for various audiences

Social Media

- Maintain and Manage existing online environments at the College (YouTube, Facebook, LinkedIn, Twitter, Instagram etc), integrating social media activity with other appropriate communication channels such as the website and email marketing communications and campaigns
- Actively update digital/social media channels with interesting, relevant and meaningful content on a regular basis to ensure community growth and engagement
- Provide digital/social media advice and support in relation to marketing and communication goals and plans
- Complete regular competitive analysis of all social media platforms and prepare reports
- Keep abreast of all current and new Multi Media and Social Media platforms, monitoring opportunities

and trends and make recommendations for continuous improvement while applying best practice thinking.

- Schedule posts to Social Media and respond and control where necessary
- Coordinate analytic reporting – collect digital and social KPIs as agreed to track and measure the success of campaigns and strategies and review results, making recommendations to drive performance improvements

Publications

- Prepare the digital editorial calendar each term, ensuring each event is attended and photographed and prepare articles for inclusion in either/or Social Media, The Thistle Parent Newsletter, Web Stories, News Stories for the Local Paper and College Annual
- Create a Blog calendar, supporting College marketing objectives from various key staff members, tracking metrics e.g visitors, page views and social shares
- Assist with the maintenance and updating of the College website, The Thistle Parent Newsletter, and other relevant applications and school publications

Other Responsibilities

- Ensure Privacy legislation is strictly and consistently adhered to
- Contribute to the development of the annual brand, marketing and communications plan
- Other duties as requested from time to time

This job description is intended as a guideline to illustrate the main job responsibilities. It is not intended to be an exhaustive list and may change within the scope of the role at the Manager's discretion. Employees may also be required to undertake other reasonable duties as directed.

Employee Name: _____ Employee Signature: _____ Date: _____

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