DIGITAL MARKETING CO-ORDINATOR

Full-time

JOB OVERVIEW

Scotch College is looking for a highly skilled and effective Digital Marketing Co-ordinator to provide overall assistance with College Marketing and Communications. This newly created position forms an integral element of the College's vision to further the creation and publishing of relevant digital content for the Scotch 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 for social media, website and publication purposes.

The successful candidate will have:
- A tertiary qualification in a relevant discipline
- Demonstrated knowledge of Mac environment and video editing proficiency
- Sound ability to create and manipulate digital graphics
- Demonstrated skills in analytical reporting
- Excellent literacy, writing, editing and proofing skills
- Excellent communications skills and the ability to foster positive working relationships across the College community
- 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
- Proven track record in a role that demands autonomy and self-motivation, service-orientation, marketing and business development skills

The successful candidate will need proof of, or be eligible to undertake, a Department of Education National Criminal Check/Police Clearance and a Working with Children Clearance.

Scotch College is located in Swanbourne, Western Australia and is a leading independent boys' school. With over 1500 students across Kindergarten to Year 12 the College has been at the forefront of education since our foundation in 1897. The College works closely with our sister school, Presbyterian Ladies College. Scotch College prides itself on the breadth and depth of education provided to our students.

It is our preference that applications are submitted via the Employment page of the Scotch College website www.scotch.wa.edu.au/view/employment/ with the names and contact details of two professional referees. Alternatively applications may be submitted in writing, on A4 paper stapled in the left hand corner to the HR Officer, Scotch College, PO Box 223, Claremont WA 6910. No heavy or plastic folders please.

Closing Date: 4pm Monday 12th September 2016

<u>Enquiries regarding application process</u>
Tanya Swinny
Human Resources Officer
Tel: 9383 6930
 Email: Tanya.Swinny@scotch.wa.edu.au

<u>Enquiries regarding expectations and conditions of the position</u>
Kate Quinn
Director of Marketing & Development
Telephone: 9383 6800
Email: Kate.Quinn@scotch.wa.edu.au