

CONTENT AND MARKETING COORDINATOR



**SACRED
HEART
COLLEGE**

YOUR TITLE	Content and Marketing Coordinator	WHO YOU REPORT TO	Head of Community Relations and Marketing
YOUR TEAM	Sacred Heart College	WHO REPORTS TO YOU	N/A

Our Core Purpose - As a Catholic School faithful to the Gospel and the tradition of the Sisters of Our Lady of the missions: We develop our students to respond to Jesus by striving for personal excellence, having the courage of their convictions and being active agents of change.

How do you contribute to the bigger picture?	The Content and Marketing Coordinator, guided by the Head of Community Relations and Marketing, supports the Community Relations and Marketing team in crafting and executing strategic digital marketing initiatives. The goal is to enhance brand visibility, foster community engagement, and enhance our online footprint to attract, enrol and retain families.
Our values	To go beyond ourselves with: Compassion Courage and Respect
Work requirements	ESSENTIAL <ul style="list-style-type: none"> National Police Clearance Working with Children's Check
Award	Non-Teaching Staff Administrative & Technical Officers Award - Non Teaching Staff EBA Level 5
Where and when you will be working	Within Sacred Heart College from 8:00am – 4:00pm, 40 weeks per year. There will be times when you will be required to work outside of your normal working hours and location.
Key relationships	All College employees, community and Alumni.
Knowledge, Experience and Skills	<ul style="list-style-type: none"> Highly proficient in photography and videography. Excellent written and verbal communication skills. High attention to detail and accuracy in all communications and workflow. Excellent organisational and planning skills. Ability to be flexible and adapt to changing priorities. Ability to work systematically towards the achievement of strategic objectives. Able to build relationships across the College and within the College community. Ability to problem solve and provide innovative solutions. Demonstrates ability and willingness to uphold College values of Compassion, Courage and Respect. Demonstrates strong understanding of Catholic Ethos and models this in all decision making.

The standards you need to meet/what you will need to do (key activities)

Your responsibilities as a Content and Marketing Coordinator includes:

Content Production:

- Photograph and video College events.
- Maintain and supply photo and video archive material for use by relevant staff in the College.
- Maintain and be aware of the College's 'No Social Media' list.
- Create highlight reels and/or videos for social media and for College events (Assemblies, Awards Nights, Parent Information Evenings etc).
- Work with and mentor Student Media Captains and Community Relations Student Team.
- Post photos from key events and everyday life at the College on social media pages in a timely and professional manner.

Community Relations:

- Work with Head of Community Relations & Marketing to develop a whole-of-life community relations strategy, maintaining a clear and consistent marketing and community relations approach from pre-application through to Alumni engagement.
- Respond to messages and comments from the community via social media in a timely and professional manner.

Marketing:

- Work with the Head of Community Relations & Marketing and Graphic Designer to create briefs on the creation of marketing content (brochures, publications etc). Assist with the copywriting, production and proofreading of these publications when required.
- Generate reports and analytics from social media presences for the Head of Community Relations & Marketing.

Media

- Monitor print and social media for stories related to College students and Alumni.
- Maintain a media file for College Executive, Advisory Council and Archives.

Operations:

- Liaise with external photography companies and Vice Principal to organise events such as School Photo Day.
- When required, assist the Head of Community Relations & Marketing and Registrar & Alumni Coordinator in planning and supporting College events e.g. General College Tours and Reunions.
- Other duties as directed by the Head of Community Relations & Marketing.

Qualifications

Essential:

- Degree in Photography or Communications or demonstrated experience in a similar role.
- Strong proficiency in the Adobe Creative Cloud (Lightroom, Photoshop, Premiere Pro and After Effects).
- Drivers Licence.
- Proficiency in the Office 365 suite.

Decision making

As directed by the Head of Community Relations & Marketing.

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What success looks like:	<ul style="list-style-type: none"> Positive feedback, meeting the expectations of the Head of Community Relations & Marketing. Maintain and grow the College's social media presence. Positive feedback from the College staff and community members. 		
Your work, health and safety responsibilities	<p>Your responsibilities as an employee include:</p> <ul style="list-style-type: none"> Having a duty of care to ensure the safety, health and welfare of all staff, students, their parents, community members and other persons who are legally present on College premises. College premises may include places away from the College campus such as a campsite or where College excursions may take place from time to time. Ensure understanding and compliance of the College OHS policy. Create a culture of safety that precipitates the development, maintenance and promotion of a healthy working environment. Complying with, as far as practicable, all instructions given to you to ensure your own safety and health. Proper use of any personal protective clothing or equipment supplied to you. Not misusing or damaging any equipment you use. Prompt reporting of any hazards or incidents/accidents to your Leader including damaged college property. 		
Code of Conduct	You are responsible for ensuring you act within the framework of the College's Code of Conduct.		
Ongoing professional development	Strive for personal excellence: You are required to participate in an annual performance review which will assist you and your leader in mapping professional development to meet your goals.		
Sign off	Leader name:	Natasha Camilleri	Employee name:
	Leader signature:		Employee signature:
	Date:		Date:
	Document last updated:		February 2024

Organisational structure of role:

