



POSITION DETAILS:

Position Title: Content & Marketing Coordinator

Group: Marketing & Communications

Supervisor: Marketing Manager

Classification: Level 4

Date of Last Review: January 2025

PRIMARY ROLE/PURPOSE:

The primary responsibilities of the position are:

- Sourcing, authoring and publishing marketing content for various mediums;
- Graphic design of school branding materials including posters, fliers, programs and publications;
- Posting to and engaging the community on the School's social media channels;
- Creating, managing and reporting on digital advertising campaigns;
- Preparing and distributing the School's e-newsletter;
- Assisting with the production of the School Year Book;
- Under the routine supervision of the Marketing Manager, be responsible for day-to-day marketing operations within the School.

LEVEL CLASSIFICATION REQUIREMENTS:

This position has been classified at this level in accordance with the School's requirements, and in line with the current Queensland Anglican Enterprise Agreement. The expectations and requirements for employees at this level are in accordance with the Enterprise Agreement's overview and characteristics for this level, as listed below:

- The characteristics and job criteria for this level are additional to all the relevant characteristics and criteria of any preceding or lower level(s). Level four requires Employees with appropriate and highly developed skills and knowledge gained in a specific area due to their work experience and/or formal qualifications. Employees will have well developed interpersonal skills and display appropriate levels of confidentiality, discretion and judgement in their specific work areas. Work may involve the provision of advice; service or support to a range of internal and external stakeholders requiring knowledge of policies and/or the interpretation of rules or regulations within the Employee's area of operation. Employees may assist in developing policy and procedures relating to their work area and identifying future trends. High level communication skills will be required. Work is carried out with general or broad guidance on progress. At this level officers may be responsible for the supervision of staff in all lower levels and may be responsible for the planning and management of the work of others including work teams. Employees may also be responsible for training staff through instruction and practical demonstration.
- All necessary experience is gained either on the job, through previous employment or the attainment of a diploma and/or degree level qualification. Tertiary qualifications at a minimum level of Associate Diploma/Diploma level or its equivalent or such knowledge, qualifications

LEVEL CLASSIFICATION REQUIREMENTS: continued

- and experience that are deemed by the School as necessary to successfully carry out the duties of the position.
- Employees will have a highly developed knowledge of the organisation and industry and highly developed skills (eg. at the technician level) in their area of expertise. They will use judgement and initiative regularly in order to complete the tasks assigned to them. They will competently handle the supervision requirements of the role. A range of technical knowledge and/or skills are applied to roles and functions in both varied and highly specific work contexts. Competencies at this level are normally used independently within both routine and non-routine work situations.
- Supervision and guidance will normally be exercised through a reporting structure. The position is responsible to the Principal, Head of a Department/Faculty or a higher level School Officer or Senior academic staff for the day to day performance of duties. The measurement of performance at this level is made against defined targets.

KEY ACCOUNTABILITIES:

Marketing & Campaigns

- Collate, design, proofread and distribute school newsletter and publications;
- Update messaging on School signage, including front of School LED board;
- Liaise with external photographers and videographers, including coordinating student availability and hands-on assistance during filming;
- Coordinate content and assets for third-party digital platforms and monitor performance;
- Create, edit and publish email marketing campaigns for various target audiences to support the School's content marketing plan for Enrolments and Retention;
- Promote relevant school events and opportunities via the appropriate platforms.

Social Media

- Maintain the School's social media presence across multiple channels;
- Plan and create original videos and content for all channels;
- Create and maintain a social media content calendar;
- Engaging with social media community and responding to user comments and direct messages;
- Creating and executing digital advertising campaigns to promote enrolments and community engagement;
- Review analytics and prepare engagement reports;
- Photograph, film and edit videos of on-site School events (including out of hours events) and classes for uploading to School social media.

Graphic Design

- Design school branding materials such as programs, cards, flyers, posters, presentations and school handbooks;
- Assist the Marketing Manager with coordinating the content for the annual School Year Book;
- Coordinate the production of the Student Diaries including copy and proofs, and liaise with design agency;
- Design and edit presentation materials for external events such as PowerPoints, prospectus materials and display banners;
- Liaise with design agency as required;
- Attend some events in the capacity of event photographer /videographer;
- Act as brand champion and support the development and use of branding templates;
- Basic video editing.

Website

- Writing and editing website content;
- Updating policy documents and recurring event dates as needed;
- Producing new video content and photography for website.

Administration

- File, arrange meetings, maintain records, draft agendas, note-taking and produce minutes;
- Upload photos to photo management software platform including resizing and tagging students;
- Assist with event management administration for marketing events;
- Assist with marketing and enrolment reporting;
- Produce a list of “no publicity” students and distribute to all staff.

Other

- Additional duties as allocated by the Principal.

KEY SELECTION CRITERIA:

Qualifications and Experience

- Completion of a Marketing or Communications qualification with subsequent relevant experience;
- This position would best suit a marketing officer with at least three years’ experience in-house or an agency;
- Experience working in a school setting would be an advantage.

Essential Skills and Requirements

- Strong writing, proofreading and visual media skills;
- Be creative and innovative to produce appealing content that aligns with the School’s vision and strategy;
- Proven experience in graphic design, web publishing and social media coordination;
- Proficiency in Meta Business Suite, Canva and/or Adobe Suite and Google Business Suite;
- Critical thinking and problem solving skills to analyse and optimise media and content;
- Excellent interpersonal, written and oral communication skills across a variety of mediums;
- Proven ability to develop and maintain effective working relationships with a broad and diverse range of internal and external stakeholders;
- Highly dependable with excellent organisation, planning and time management skills with the ability to manage competing demands and balance conflicting priorities;
- Ability to work effectively as part of a team as well as act autonomously to achieve the desired outcomes;
- Understand critical or sensitive issues and be discreet and communicate with tact;
- Exceptional communication and customer service skills, with a strength in communicating with influence; A high level of attention to detail;
- A service ethic;
- A high level of professional standards and conduct;
- Willing support for the Anglican Ethos of the School;
- Possession of a current Blue Card (Working with Children Check by Blue Card Services). This is non-negotiable. The successful candidate must have a current Blue Card before commencing work at the School;
- Agree to undergo a Criminal History/Police Check conducted by the School;

- Agree to be checked against the Anglican Church’s National Professional Standards Register;
- Must be an Australian resident and eligible to work in Australia.

Desirable (but not essential)

- Experience using The Alpha School System (TASS);
- Experience working in CRM and marketing automation systems with an understanding of inbound marketing strategies;
- Experience taking photography at events.

Criminal History Checks

- The School will conduct a Criminal History/Police Check on the successful applicant;
- The offer of this position is subject to the successful outcome of the Police Check and the possession of a current Blue Card (Working with Children Check by Blue Card Services);
- Should the Police Check or Blue Card reveal a negative outcome, this position will be immediately withdrawn.

AUTHORISATION:

I hereby agree that this Position Description accurately reflects work requirements.

Principal

John O’Sullivan Williams



13/01/2025

Name

Signature

Date

**Content & Marketing
Coordinator**

Name

Signature

Date

ATTACHMENT – ST PAUL’S SCHOOL

ETHOS STATEMENT

The School’s Purpose is “to prepare resilient, global citizens, who are innovative thinkers, with a heart for servant leadership.”

The School’s Vision is “Transforming educational thinking and practice.”

The School’s Values are:

By **Faith** and by **Learning** we strive to grow in **Community** with God and each other, valuing each person and celebrating individual excellence.

We value Faith believing where:

- Each person is a unique creation of a loving, redeeming God and able to be empowered and sustained by the Holy Spirit through the teaching and life of Jesus Christ.
- Each person can have a relationship with God, through Jesus Christ, demonstrated by modeling one’s life on Christ, serving others and participating in the traditions and practice of the Anglican Church.

We value Learning where:

- Students are encouraged and supported as they strive to reach their intellectual, creative, physical, social, moral, emotional, and spiritual potential in a balanced and disciplined way.
- Students fully explore a range of topics, themes and concepts which have relevance, real-world application and a focus towards the future.

We value Community where:

- Students, staff, and families support the aims, purpose, and mission of the School and serve one another using their God-given gifts.
- Students, staff, and families grow together in faith and learning, promoting love, justice, and mercy - at home, at School and in the wider world.
- Students remain connected to the St Paul’s community when they graduate, through a vibrant Past Students’ Association.

SCHOOL EXPECTATIONS

All employees are bound by the requirements of the School's policies and procedures as they apply from time to time, and are expected to act with integrity, and in a way that demonstrates a proper concern for the public interest expressed with a framework of a Christian educational organisation.

As such, employees at St Paul's School are expected to embrace the following statements.

As well as comply with all federal and State legislation as they apply from time to time as well as any relevant Canon Laws or Diocesan policies.

Much of the information gleaned by employees during the course of their duties is confidential and should be treated as such. Employees shall not use confidential information to gain advantage for themselves, their related persons or for any other person or body, in ways which are inconsistent with their obligation to act impartially. Nor should such information be used improperly and cause harm or detriment to any person, body, or the School.

Proof of qualifications as well as a disclosure on any matter which may affect your employment in this position will also be required prior to commencement.

ANGLICAN SCHOOLS COMMISSION - STATEMENT OF COMMITMENT

Anglican Schools and Education & Care Services are committed to providing environments where children and young people receive the highest standard of care, where their rights are supported, and they have the opportunity to thrive and be fruitful. Such environments nurture and safeguard the intelligence, dignity, safety and wellbeing of each child or young person, by placing them at the centre of thought, values and actions.

As reflected in our Ethos, our vocation is education, driven by a vision of humanity, shaped by the image of God made visible in Jesus, present in every human being.

- Every child: made in the image and likeness of God
- Every child: loveable and loved, unique and unrepeatable
- Outstanding education for the flourishing of people and the good of community

Our faith is lived. We are hospitable and welcoming communities, who embody compassion, kindness, fairness, justice and love, and where exceptional pastoral care is practised.

Working and serving the best interests of children and young people is in everyone's best interest. This is achieved through sustaining living and learning environments that are safe, supportive and stimulating. Specifically, we:

- place emphasis on genuine engagement with children and young people;
- create conditions that reduce the likelihood of harm to children and young people;
- create conditions that increase the likelihood of identifying harm; and
- respond to any concerns, disclosures, allegations or suspicions.

This commitment is sought to be consistently reflected through the decisions and behaviour of all persons within the School or Service, who are guided by effective governance, policies, tools and processes. This fosters a child safe culture, where acting in children and young people's best interests is at the heart of what we do.