

POSITION DESCRIPTION



SHORE

Content Creation Manager

Position Title	Content Creation Manager
Department	Community Engagement
Reports to	Head of Communications & Marketing
Location	North Sydney Campus
Type of Employment	Permanent Full Time
Classification/Grade/Band	PAOS CMEA 2025–2027 Clerical & Administration Services Level 3
Reporting Relationships	Director of Community Engagement Head of Communications & Marketing Digital Content Officer Community Engagement Team

Shore Values and Vision

Shore's dynamic tradition is founded on authentic and transformative Christian faith, with emphases on engaged rigour in teaching and learning, integrity and respect in character, humility and compassion in service, faithfulness and commitment in community life, personal best in games and cocurricular activities. With this as its foundation, and within the terms of its charter, Shore seeks to be the leading comprehensive school in Australia.

Our priority has always been delivering the utmost excellence in teaching and learning and the student's character development in our care. Our motto, "they hand on the torch of life", keeps our focus on the future and inspires our community to continue building young people ready to succeed and serve.

Guided by its [Strategic Direction](#) and motto, Shore fosters a learning community for its students and staff which:

- Promotes a Christian understanding of the world and society in which we live
- Pursues and celebrates academic performance in a culture of learning and thinking
- Challenges all to be responsible citizens with an attitude of service to others
- Welcomes new experience and learning at all stages of life
- Lives according to the Christ-like virtues of humility, perseverance, courage and love of others
- Develops individual gifts and talents and cultivates the habits of successful team membership.



Role Purpose

The Content Creation Manager is a key part of the Community Engagement team, responsible for bringing the Shore brand to life through compelling content creation across print, digital and social media channels. The role is also responsible for the editorial and project management of *The Torchbearer*, ensuring the publication captures the School's activities, events and milestones in prose and photographs each year.

Role Responsibilities

Content Management

As the Content Creation Manager you will be accountable for:

- Liaise with key internal and external stakeholders to maintain the content calendar.
- Identify relevant stories and select appropriate channels for distribution.
- Create, write, edit and proof engaging content for social media, the website, publications, promotional materials, the School intranet, digital displays and parent communications.
- Implement the School's brand and media policies and procedures to safeguard users and the School's reputation.
- Perform photography and videography duties as required, including attending School events to capture, edit and distribute content for print and digital channels.
- Coordinate professional promotional photo and video shoots for high-profile projects.
- Support the maintenance of the School image library and ensure photo and video permissions are adhered to in accordance with School policies and procedures.
- Develop and maintain the video asset library.
- Manage internal publication of galleries for Community Events.
- Lead video project management with external providers.

Social Media

As the Content Creation Manager you will be accountable for:

- Managing the School's social media calendar to ensure balanced exposure across key areas of the School.
- Conceptualising, creating and publishing frequent and visually compelling social media content that enhances affinity for Shore, shares community successes, builds meaningful connections and encourages engagement.
- Developing and curating content for Facebook, Instagram and LinkedIn, with appropriate audience targeting by platform.
- Verifying community-sourced content and posting it in accordance with the social media schedule.
- Monitoring the School's social media presence for consistency with messaging, branding, audience targeting and social media guidelines.
- Moderating and facilitating School activity-specific accounts.
- Preparing quarterly reporting on social media influence, engagement and usage metrics.

Torchbearer Editor

As the Content Creation Manager you will be accountable for:

- Managing the end-to-end editorial and project management of *The Torchbearer*.
- Maintaining the master project timeline and monitoring contributor, editorial, design and production stages.

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- Developing submission guidelines and templates, and tracking and following up expected contributions.
- Sourcing additional content where required and coordinating Year 12 Register material.
- Proofreading and editing copy, ensuring strong photographic coverage and approving final copy and proofs.
- Liaising with the external publishing house and overseeing design and production workflows.
- Confirming print quantities, coordinating delivery and distribution, and ensuring digital versions are prepared and accessible.

Key Outcomes and Success Measures

This section outlines the key outcomes expected of the role and the measures that will be used to assess successful performance. Success will be demonstrated through the quality, timeliness and consistency of work delivered; the effectiveness of relationships and communication; contribution to team and School priorities; and alignment with Shore's values, policies and professional standards.

- High-quality print, digital, video and social media content is planned, created and delivered in a timely manner, aligned with Shore's brand, messaging and communications priorities.
- The School's content and social media calendars are maintained effectively, supporting balanced representation of School activities, events and community achievements.
- Photography, videography and visual assets are captured, edited, stored and used appropriately, with permissions and policy requirements consistently observed.
- *The Torchbearer* is delivered on time, within budget and to Shore's expected editorial, photographic, design and production standards.
- Social media performance is monitored and reported, with insights used to strengthen audience engagement, platform targeting and content effectiveness.



Selection Criteria

Qualifications

- A tertiary qualification in Communications, Media or Marketing, or extensive demonstrated experience in a related discipline.
- Current Working with Children Check.
- Current First Aid and CPR accreditation.

Knowledge and skills

- Outstanding writing, editing and proofreading skills, with exceptional accuracy and attention to detail under tight timeframes.
- Highly skilled in the capture, editing and post-production of photos and videos for digital and print channels.
- Expertise in news-gathering, storytelling and aligning the tone and message of copy, imagery and vision from multiple contributors.
- Strong stakeholder engagement, communication, organisational and time management skills.
- Proven IT skills, including Microsoft 365, SharePoint and Adobe Creative Suite, particularly Premiere Pro, or similar tools.

Demonstrated Experience

- At least five years' content creation and management experience, including the end-to-end production of print, digital and social media materials across multiple channels.
- At least five years' professional experience managing social media platforms, including Facebook, LinkedIn and Instagram.
- Experience using social media management and analytics tools, such as Meltwater or Hootsuite.
- Experience analysing social media metrics to inform social media strategy.
- Experience coordinating projects, including developing and managing schedules, timelines and production milestones.
- Experience in the education sector would be highly regarded.

Professional Attributes

- Creative, digitally capable and self-motivated, with a strong commitment to producing high-quality content.
- Strategic, organised and solutions-focused, with the ability to manage competing priorities and time-sensitive projects.
- Collaborative team player who thrives in a fast-paced, service-oriented school environment.
- Diligent, trustworthy and professional, exercising discretion and sound judgement in all aspects of the role.
- Actively supports and upholds the Christian ethos and values of Shore through professional conduct, integrity and respectful interactions.

Professional Development

- As the Content Creation Manager, you must maintain professional development to ensure safe and current practice by:
- Continually developing both personally and professionally to meet the changing needs of career and industry, and actively participating in the Performance Management process as required;
- Evaluating own performance to identify strengths and areas where professional growth can occur;

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- Actively participating in relevant professional bodies; and
- Attending professional development activities organised at the School and relevant external agencies to increase knowledge, experience and skills held.

Safeguarding Children and Young People

As the Content Creation Manager, you must be committed to safeguarding children and young people by:

- Participating in Child Protection training and education as appropriate.
- Providing a welcoming and safe environment for children and young people.
- Promoting the safety and wellbeing of children and young people to whom services are provided.
- Ensuring that interactions with children and young people are positive and safe.
- Providing adequate care and supervision of children and young people in your charge.
- Acting as a positive role model for children and young people.
- Reporting any suspicions, concerns, allegations or disclosures of alleged abuse to management.
- Maintaining valid 'working with children' documentation.
- Reporting to management any criminal charges or convictions received during the course of employment that may indicate a possible risk to children and young people.

Work Health and Safety

As the Content Creation Manager, you must actively support and contribute to the maintenance and development of a safe working environment by:

- Identifying and reporting incidents, hazards and injuries (and reacting appropriately to potential hazards);
- Participating in WHS training and education as appropriate; and
- Engaging with School policies and procedures relating to WHS.

It is important to note and recognise that no position description can completely capture the complexity of tasks required. Therefore, this position description should not be seen as limiting, as a school we acknowledge that there will be other tasks, not outlined above, that may be required from time-to-time.

All positions evolve and change over time, and the School commits to regularly review and update position descriptions to accurately reflect the contribution of employees.

Last Updated	August 2026
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