

POSITION DESCRIPTION

Digital Communications and Content Coordinator



The Digital Communications and Content Coordinator is a key member of the Marketing and Enrolments Department at Kolbe Catholic College, responsible for supporting the college's marketing efforts through managing social media, publications, website content and archives. This role is ideal for a creative, tech-savvy individual passionate about storytelling and community engagement. The Digital Communications and Content Coordinator ensures consistent, high-quality communication and branding across all media channels, working closely with the Marketing Manager and other departments to promote the college's mission and values.

CHILD SAFETY:

Every person employed or volunteering at Kolbe Catholic College has a responsibility to understand the importance and specific role he/she plays individually and collectively to ensure that the wellbeing and safety of all students is at the forefront of all they do and every decision they make ([CECV Commitment Statement to Child Safety](#))

Such responsibility requires employees to:

- Providing a child-safe environment.
- Being familiar with and complying with the school's child-safe policy and code of conduct, along with other child safety-related policies.
- Proactively monitoring and supporting student wellbeing.
- Exercising pastoral care reflecting school values.
- Implementing strategies to promote a healthy and positive learning environment.

RESPONSIBILITIES:

Social Media Management

- Maintain and grow the college's presence on key social media platforms (Facebook, LinkedIn, Instagram),
- Develop a content calendar for scheduled, engaging posts.
- Monitor channels for comments, messages, and mentions.

Visual Content and Photography

- Capture high-quality photos at key college events as well as ad hoc moments around the school to ensure dynamic, up-to-date content for publications, social media, and the website, ensuring compliance with publishing consents.
- Manage and organise multimedia assets via SchoolBench, ensuring easy access to visual content.

Publications and Content Creation

- Assist with the production and editing of key college publications (e.g., newsletters, yearbook)
- Coordinate with departments to gather content, ensuring accuracy and adherence to brand guidelines.

Website Content Management

- Update the college website with key announcements, event highlights, and news, ensuring content is current and aligned with branding.
- Ensure website content remains accurate and up-to-date

Event Support

- Assist with live social media updates and post-event coverage for major college events.

Archive Management (As Needed)

- Ensure historical documents, photos, and publications are catalogued properly

Marketing Support

- Provide additional support to the Marketing Manager with marketing materials and campaigns as needed.

OTHER DUTIES

- Other duties as required by and negotiated with the Principal, Deputy Principal(s) and Business Manager
- The list of duties may be further developed and modified to utilise the individual strengths and initiatives of the incumbent.

POSITION CLASSIFICATION:

- Position: Digital Communications and Content Coordinator
- Remuneration: Education Support Officer – Category C, Level 3
- Tenure: Part time 0.6 FTE ongoing.
- Review - a performance review process will be developed based on a self and peer appraisal.

KEY SELECTION CRITERIA

- Previous experience in a similar digital communications role, preferably in an educational or community setting.
- Proficiency in managing social media platforms (Facebook, LinkedIn, Instagram) and website content management systems (CMS).
- Skills in graphic design software (e.g., Adobe Creative Suite) and basic photography, including video/still camera use.
- Proven ability to create, edit, and distribute engaging content for publications
- Strong understanding of social media strategy and the ability to grow and manage an active online presence.
- A creative approach to storytelling, with a focus on developing visually appealing and impactful content.
- Experience in maintaining and organising multimedia assets and archives.

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- Degree or certification in Digital Communication or a related area is preferred