POSITION DESCRIPTION

Title: **Digital and Social Media Manager**

Reports to: **Communications and Engagement Manager**

COLLEGE VALUES

Pymble Ladies' College has five core values which guide our behaviour and interactions with one another and affirm our commitment to the Christian heritage of Pymble Ladies' College and our identity as a school of the Uniting Church school in Australia. All roles, policies and procedures are underpinned by these values, and the expectation that students, staff, and the wider College community alike live our values every day.

CARE – I am kind to myself and others

COURAGE – I am open to new experiences to learn and grow

RESPONSIBILITY – I take ownership of my actions

RESPECT – I value diversity, my worth and the worth of others

INTEGRITY – I do the right thing, even when no one is watching

Position Purpose and Objectives

The Digital and Social Media Manager is a member of the Community Engagement team and reports to the Communications and Engagement Manager. This role is responsible for supporting the digital marketing and communication activities for the College, with the goal of ensuring *Pymble* continues to develop and maximise a strong market position, resulting in increased enrolments and engagement of past, present and future families and students. The Digital and Social Media Manager also supports the Director of Community Engagement across relevant projects.

The Digital and Social Media Manager works closely with the Community Events Managers, Editor and Communications Coordinator, and Video Producer as well as other members of the Community Engagement team to cultivate a strong community around the College brand across all digital platforms for both internal and external audiences.

Core Job Role Accountabilities

1.   Co-ordinate digital activities and tools for the College to ensure delivery of relevant and engaging content across all platforms to further build the brand and engage with a broad range of internal and external audiences.

1.1   Ensure the online branding of the College is consistent with the College Style Guide.

1.2   Manage the planning, preparation and scheduling of social media and website content, in line with agreed content calendar.

1.3   Co-ordinate with the Video Producer to provide feedback on the production of videos and promote videos across the College's social and digital channels.

1.4   Co-ordinate community engagement activities such as video shoots, photo shoots including arranging and organising staff and students.

1.5   Assist with managing the College database, predominantly in relation to talent release forms and 'do not photograph' students.

1.6   Support the Editor and Communications Coordinator and the Communications and Engagement Manager with the processes and branding of the College parent portal, MyPymble if required.

1.7   Support posting of communications via MyPymble if required.

1.8   Oversee content schedule for all digital communications platforms such as the College website, MyPymble and digital communications materials, including newsletters and promotional electronic direct mail.

1.9   Provide digital support if required to the Communications and Engagement Manager to deliver the weekly eNewsletter to community stakeholders.

2. Support the execution of the social media strategy

2.1 Develop and deliver the College's social media strategy in partnership with Communications and Engagement Manager.

2.2 Oversee social media monitoring including sector research and trends and provide necessary updates to the team

2.3 Deliver monthly reporting of the College's social media performance to the Director of Community Engagement.

3. Online communications

3.1 Identify and update online directories and manage the relationship with supplier/s in collaboration with the Relationship Manager.

3.2 Undertake College event and activity photography in collaboration with the Editor and Communications Coordinator and Communications and Engagement Manager.

4. College website

4.1 Co-ordinate the creation, collection and maintenance of website content.

4.2 Provide weekly site statistics tracking, highlighting interesting trends and collating data for reporting to Director of Community Engagement.

5. Relationship management

5.1 Develop a strong, professional relationship with staff at the College.

5.2 Work collaboratively to ensure that planning processes facilitate the needs of the College in relation to online marketing.

5.3 Work effectively alongside staff to develop positive, ongoing and productive relationships.

5.4 Contribute to decision making processes in support of the online functionality of the College.

5.5 Embrace the concept of team and demonstrate a respect for the value of professionals working towards the attainment of a shared vision.

5.6 Provide effective leadership to staff using well-developed conflict resolution and negotiation skills.

6.   Facilities, assets and resources

6.1   Model best practice standards in the use and care of College facilities.

6.2   Ensure that facilities used in marketing activities reflect a high level of maintenance and quality.

6.3   Set and maintain clear processes and policy for the use and care of media equipment and facilities.

7.   Communication

7.1   Ensure all written and verbal communication is courteous, professional, accurate and reflective of College values.

8.   Risk and Compliance

8.1   Report directly to the Principal on any matters relating to child protection.

8.2   Consistently adhere to College policies and procedures, importantly the Risk Management, WHS, Child Protection and our emergency response practices.

9.   Professional Learning

9.1   In partnership with your Manager, continuously align your skills and professional development requirements to ensure that you are meeting the obligations of your role.

10.   Other duties may be required from time to time.

Core skills, knowledge and experience

- Willingness to support the ethos and values of the College.
- Experience in social media, digital marketing and communications.
- Tertiary qualifications in a relevant field such as marketing or communications.
- Ability to demonstrate enthusiasm, accuracy, attention to detail and a customer-oriented approach.
- Proficiency with a variety of software applications and databases with an emphasis on MS Outlook, Word, Excel, MS Teams and Google Forms.
- Experience using social content and platform management tools, such as Metabusiness, Hootsuite and Wordpress.
- Basic knowledge of photo editing software, such as Photoshop.
- Willingness and ability to adopt a flexible approach to managing work tasks, multiple projects and changing priorities.
- Well-developed communication skills, including written and interpersonal skills that enable the development of positive relationships based on respect and trust with colleagues and parents.
- Proven ability to show initiative and to operate without close supervision.