



Pymble Ladies' College

POSITION DESCRIPTION

Title: Digital and Social Media Specialist

Reports to: Director – Community Engagement

POSITION SUMMARY

The Digital and Social Media Specialist is a member of the Community Engagement team and reports to the Director – Community Engagement in all aspects of the position. This position is responsible for the College's digital activities 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.

This role works closely with members of the Community Engagement team to cultivate a strong community around the College brand via all digital platforms that are aimed at both internal and external audiences.

ROLE RESPONSIBILITIES

1. **Co-ordinate digital activities and manage online communications 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 Assist in leading-out implementation of our new CRM and play a key and ongoing role in the management and use of this tool.
 - 1.2 Champion the requirements of parents and alumni within the College Portal project.
 - 1.3 Help develop and oversee content schedule for all digital communications platforms such as the College website, App and Portal as well as digital communications materials including newsletters and promotional electronic direct mail.
 - 1.4 Provide digital support to the Communications Manager and Editor to deliver the weekly eNewsletter to community stakeholders.
 - 1.5 Manage all Electronic Direct Mail pieces.
 - 1.6 Ensure a high quality of online content in alignment with College Mission, Vision and Values.
 - 1.7 Ensure the online branding of the College is consistent with the College Style Guide.

- 1.8 Assist in educating College staff to understand the online identity of the organisation, our digital marketing goals and how they can participate in these.
- 1.9 Maintain a high-quality, consistent online communication and quality standard and develop processes to manage this.
- 1.10 Maintain and review the online response framework of the College to ensure best practice.

2. Oversee the execution of the social media strategy

- 2.1 Execute social media strategy in partnership with our Communications Manager and Editor.
- 2.2 Build, grow and nurture the College's online communities across key social media channels
- 2.3 Enhance the *Pymble* brand and reputation through increased strategic engagement in social media channels.
- 2.4 Manage social media monitoring including sector research and trends.
- 2.5 Oversee regular reporting of the College's social media performance.
- 2.6 Advise on social media advertising strategies.

3. Online communications and photography

- 3.1 In collaboration with the Director - Community Engagement team and relevant team members provide input into the ongoing development and implementation of the content marketing plan.
- 3.2 As part of the content marketing planning, co-ordinate with the team members to identify photography and videography needs, take College photos and edit as necessary.
- 3.3 Identify and update online directories and manage the relationship with supplier/s.
- 3.4 Undertake College event and activity photography.

4. College website

- 4.1 Manage the creation, collection and maintenance of website content. This includes ongoing evaluation and revision of the site's content for effectiveness.
- 4.2 Deliver weekly site statistics tracking, highlighting interesting trends and collating data for reporting.

- 4.3 Review SEO/SEM metrics to ensure maximum exposure.
- 4.4 Design, develop, adapt, implement and test solutions across the College website and other online platforms using the content management system (CMS).
- 4.5 Review market and industry research and present innovative ideas to help drive traffic growth and increased user engagement.
- 4.6 In partnership with the I.T. team, manage the relationship with website (and other digital related) supplier/s.

5. Relationship management

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

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

PERSONAL CAPABILITIES

- Willingness to support the ethos and values of the College.
- Extensive digital marketing and communications experience.
- Knowledge of SEO/SEM, keyword research and Google Analytics.
- Experience using CRMs for marketing such as Salesforce.
- Experience in designing and implementing EDM campaigns.
- Demonstrated experience with content management systems in the delivery and maintenance of websites.
- Copywriting, editing and proofing skills.
- Knowledge of HTML, CSS, and other web technologies.
- Photography skills.
- Degree in a relevant field of study such as Marketing or Communications (Digital and Social Media) or equivalent experience.
- A demonstrated ability to manage a range of projects and effectively prioritise competing demands.
- Excellent verbal, interpersonal and customer relationships skills along with the ability to work well with staff at all levels of the organisation.
- The ability to work proactively within the department and autonomously as required.

