

POSITION DESCRIPTION

Communications and Content Coordinator

POSITION	Communications and Content Coordinator
RESPONSIBLE TO	Director of Development and Community Relations Marketing Manager
EMPLOYMENT TERMS	<ul style="list-style-type: none"> • Employment is in accordance with terms and conditions as outlined in the Victorian Catholic Education Multi-Employer Agreement (VCEMEA 2018) • Remuneration is in accordance with the VCEMEA 2018 and dependent on skills and experience
PREPARED BY	Director of Development and Community Relations Human Resources Manager
CLASSIFICATION	ESC 3-6
ISSUE: 03	DATE: November 2021

All staff members of Siena College are expected to support and promote the College mission. Siena College, a Catholic secondary school in the Dominican tradition, engages young women in a challenging education that empowers them with the personal resources to make a difference in the world, by searching for truth through a culture of lifelong learning.

The College has a universal expectation for the protection of the young women in its care and is committed to ensuring that all staff promote the inherent dignity and fundamental right of students to be respected and nurtured in a safe school environment. This commitment is drawn from and inherent to the teaching and mission of Jesus Christ, with love, justice and the sanctity of each human person at the heart of the Gospel. The College has a zero tolerance of all forms of child abuse and actively works to listen to and empower students. The College has policies and processes in place to protect students from abuse, takes all allegations and concerns seriously, and responds in line with the organisation's policies and procedures.

The Development Office is led by the Director of Development and Community Relations and was established to bring together all activities which impact on College relationships with its major stakeholders including staff, students and Alumnae. The Development office is responsible for fundraising, major events, brand management, marketing, communications, advertising, community and media relations and student recruitment. An integrated approach to these activities is required to ensure that the wider community understands and supports the College Mission.

1. Brand Management

- 1.1. In collaboration with the Marketing Manager, develop and maintain awareness, recognition and the reputation of the Siena College brand
- 1.2. Manage the style guide delivery and consistency in communications across all areas of the College

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- 1.3. Coordinate the production of all digital and print publications that use the College brand
- 1.4. In collaboration with the Marketing Manager prepare PowerPoint presentations for Open Mornings and Open Evening.

Open Mornings

- 1.5. Support the Head of Admissions in the coordination of the College Open Morning, Tours and Open Evening

2. Publications and Communications

- 2.1. Manage and update the publications schedule in collaboration with the Marketing Manager
- 2.2. Prepare all digital and print communications for final proof reading by College Deputy Principals, and the Director of Development prior to publication
- 2.3. In collaboration with the Marketing Manager prepare an annual Communications Plan and Publications Plan for inclusion in the Development Strategy
- 2.4. Track and produce monthly reports for the Director of Development and Community Relations on the communications strategy and newsletter
- 2.5. Manage all written communications for News Digest, Siena Central and correspondence to the community
- 2.6. In collaboration with the Head of Admissions develop and deliver the Siena Snapshot for primary schools each term
- 2.7. Provide news item for Parish newsletters each term
- 2.8. Manage the production and brand consistency of all College publications including but not limited to 'The Spirit', Yearbook, Newsletter, Siena App, handbooks and any other publications as requested by departments
- 2.9. In collaboration with the Director of Development ensure articulation of the College Mission, Vision, Values and that the desired image and position of the College is consistent and communicated to all constituencies both internal and external
- 2.10. Roll out of the Communications Style Guide to all positions of leadership and administration within the College and ensure new staff are informed as positions change
- 2.11. Assist the Principal as shadow writer for articles and presentations as needed
- 2.12. In collaboration with the Director of Development and Community Relations act as Communications Officer for the College for critical incidents as directed by the Principal
- 2.13. Assist the Director of Development with the creating and writing of award submissions, grants and partnership documents with relevant and engaging content
- 2.14. Proactively source and create content for the Siena podcast

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- 2.15. Source newsworthy stories and College achievements to create press opportunities, in collaboration with the Director of Development and Community Relations. Write media releases and press statements and liaise with media contacts to promote the College.
- 2.16. Prepare media responses as required by the Principal and Director of Development
- 2.17. Source, copy, edit and create stories for the College Newsletter
- 2.18. In collaboration with the Marketing Manager conduct Market Research with current and future families to establish community perceptions of the College including Year 12 exit survey
- 2.19. Manage the annual student and staff photography in collaboration with the Marketing Manager

3. Web Management

- 3.1. In collaboration with the Marketing Manager source, write, review and edit written content for the website, ensuring all content is kept up to date
- 3.2. Manage latest news on the College website

4. Social Media

- 4.1. Manage and source content for College social media (including the Siena College Facebook, Instagram, LinkedIn and other social media sites as decided by the College) ensuring all information is accurate, up to date and reviewed regularly
- 4.2. In collaboration with the Marketing Manager and Director of Development and Community Relations, develop, execute and manage social media marketing campaigns
- 4.3. Produce and/or arrange multimedia materials for use on the College and Alumnae websites and social media pages

5. General accountabilities for all Staff

- 5.1. Demonstrate duty of care to students in relation to their physical and mental wellbeing
 - 5.2. Be well informed and comply with the College obligations in relation to Child Safe Standards and processes for reporting suspected abuse
 - 5.3. Adhere to the College professional dress code for staff
 - 5.4. Attend all relevant staff meetings, assemblies, College masses, community days and staff professional learning days
 - 5.5. Demonstrate professional and collegial relationships with colleagues
 - 5.6. Commit to and actively support the College agenda for continuous improvement through participation in school improvement planning
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- 5.7. Demonstrate alignment and support for the Catholic and Dominican ethos of the College
- 5.8. Support the Mission, Vision and Values of the College as articulated in the Strategic Plan
- 5.9. Be familiar with and comply with all College policies and procedures
- 5.10. Other duties as requested by the Principal and the Director of Development and Community Relations

6. Professional Development and Membership

- 6.1. Be a member of Educate Plus
- 6.2. Be a member of the Catholic Development Network
- 6.3. Undertake professional development as directed by Director of Development and Community Relations

7. Personal Requirements/Competencies

- 7.1. Be a competent Synergetic Database user
- 7.2. Excellent writer and editor who can keep the brand voice consistent across published content
- 7.3. Strong attention to detail particularly around grammar and sentence structure with outstanding proof reading and editing skills
- 7.4. Adaptable and flexible work ethic with a good understanding of the complex and evolving nature of schools
- 7.5. Excellent IT skills including data analysis and proficient use of Microsoft office suite and its applications
- 7.6. Be proficient in the use of social media platforms including but not limited to LinkedIn, Instagram and Facebook
- 7.7. Knowledge and proficient use of the Adobe Creative Suite programs is advantageous