

Digital Content and Communications Coordinator



ST JOHN'S
GRAMMAR

Position Description

Employment Type:	Permanent Full-time
Normal Hours:	37.5 hours per week; 48 weeks of the year (plus 4 weeks' annual leave). Some out of hours' work may be required
Classification:	Grade 4 of the Administration Stream; Business Support Classification of the St John's Grammar School Enterprise Agreement 2023
Area of Responsibility:	Enrolments and Community Development Department
Position Location:	Secondary School Campus, Gloucester Ave, Belair
Responsible to:	Director of Enrolments and Community Development

About St John's Grammar School

Our Motto: *Learning to Soar*

We seek to be a community where our students, parents and staff learn to soar, at school and in life. Our community is enriched by the St John's Spirit.

Our Vision and Mission

St John's Grammar is an inclusive community of creative, innovative and passionate learners with the courage and confidence to soar. We strive to empower and connect young people to a thriving and purposeful future, positively impacting on our local Hills community and beyond.

Our Values

Community

Community is at the heart of everything we do at St John's. Through community, we nurture a sense of belonging, meaning and purpose.

Creativity

We value creative self-expression, and we champion curiosity, imagination and originality.

Innovation

We develop enterprising learners, divergent thinkers and real world problem solvers who work

collaboratively and practically to transform today and the future.

Achievement

We are inspired to fulfil our potential. We celebrate our successes and grow from our challenges, both individually and collectively.

Empowerment

We are empowered to advocate and action change, with the skills, passion and empathy to live beyond ourselves and make the world a better place.

Position Objective

The Digital Content and Communications Coordinator plays a vital role in promoting the vibrant life of St John's Grammar School through producing engaging and timely digital communications and promotional materials. This role is responsible for planning, capturing, curating and sharing the stories, events and achievements of the School community across key digital platforms including the School's social media channels and website. This role also develops and implements relevant social media marketing opportunities in support of the needs of the Department. In addition, the role maintains the content of the website, develops communications and promotional materials including handbooks, event programs, brochures, flyers and posters, coordinates the distribution of day-to-day digital communications and newsletters, and maintains the School's digital archives.

Learning to Soar

Position Responsibilities

Digital Content Creation and Social Media Management

- In conjunction with the Director, plan, develop and implement relevant social media marketing campaigns – including calls-to-action for enrolment applications and school tours.
- Plan, capture, curate and post engaging photo and video content across the School's social media platforms, which highlights the activities and achievements across all School campuses and year levels.
- Monitor social media engagement and respond to community interaction in line with School guidelines.
- Collaborate with staff to identify opportunities to showcase student learning, events, and community involvement.
- Aligning and maximising content for use across other mediums and publications.

Website Content Management

- Maintain and update website content to ensure accuracy and relevance.
- Coordinate updates with School staff to reflect current programs, news, enrolment information, and calendar events.
- Ensure website structure and navigation remain user-friendly and aligned with the School's brand and communication objectives.

Digital Asset Management

- Organise, archive, and maintain all photo and video assets in a structured and accessible format.
- Coordinate the review and retirement of outdated materials in accordance with School policy.
- Ensure all content used meets privacy and consent requirements.

Communications and Promotional Materials

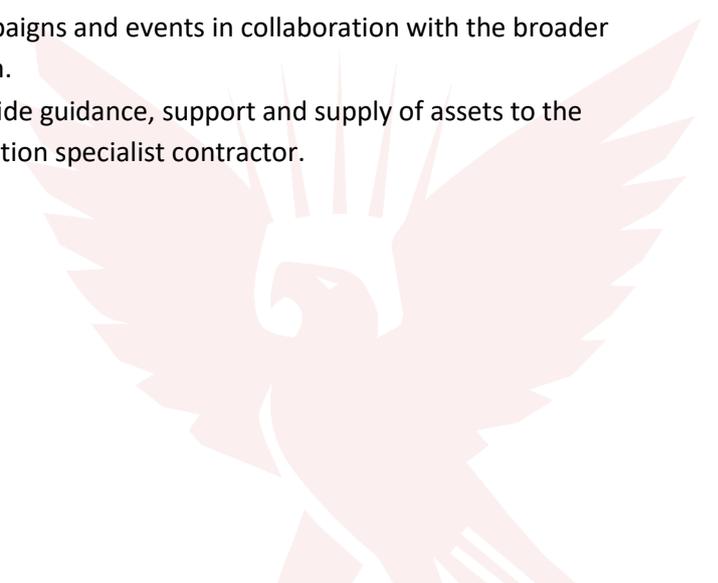
- Develop and distribute the School's online Weekly Update, which is the main source of information for current families, distributed as a weekly email newsletter.
- Design visually appealing and informative promotional materials that reflect the tone and values of the School – both digital and printed, including handbooks, posters, flyers, event programs and brochures.
- Coordinate and distribute ad-hoc digital communications through the School's MailChimp account.
- Liaise with relevant staff to gather content and ensure timely publication of digital communications.
- Support the Publications and Marketing Specialist with supply of content for inclusion in major publications such as The Eagle yearbook and InFlight magazine.

Brand and Message Consistency

- Ensure all digital content and communications align with the School's visual identity, tone, and key messages.
- Support the implementation of marketing campaigns and events in collaboration with the broader Enrolments and Community Development team.
- Work in collaboration with the Director to provide guidance, support and supply of assets to the School's Search Engine Marketing and Optimisation specialist contractor.

Provide general support to the School by:

- Undertaking other duties as required.



Candidate Profile

Qualifications

Essential

- Tertiary qualifications in Marketing or related discipline, or equivalent experience.

Desirable

- Current First Aid Certificate, WWCC and Responding to the Risk of Harm, Abuse and Neglect (RRHAN); if these are not current, the School will provide the resources to complete them.

Experience

Essential

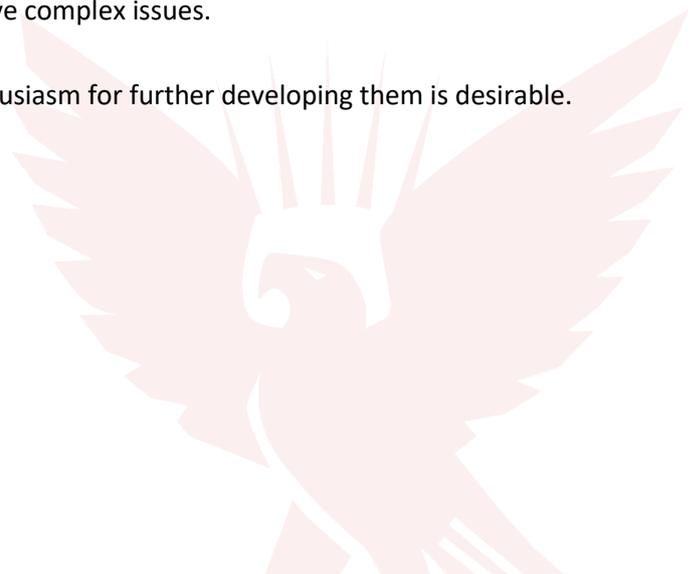
- Demonstrated experience managing content for social media platforms, particularly Facebook and Instagram.
- Proven experience in graphic design, publications/promotional materials, or marketing communications.
- Proficiency in Adobe Creative Suite (especially InDesign, with Photoshop and Illustrator desirable) or equivalent design software.
- Excellent written and visual communication skills, with an eye for detail and storytelling.
- Experience with content management systems (CMS) and email marketing tools such as MailChimp.
- Strong organisational and time management skills with the ability to manage multiple tasks and deadlines.
- Proficiency with basic photo and video editing tools and software.
- Demonstrated understanding of digital privacy, content approval, and consent practices.

Desirable

- Qualifications or training in communications, marketing, media, or a related field.
- Experience working in an education setting.
- Understanding of brand consistency across multi-channel communications.
- Understanding of school environments and the nuances of communicating with a range of audiences (students, parents, staff, and community).
- Photography or videography skills including post-production.

Skills and Abilities

- High level interpersonal skills, with the ability to quickly build rapport with internal and external stakeholders.
- Ability to exercise judgement and initiative to resolve complex issues.
- A passion for being helpful.
- Photography and some videography skills, and enthusiasm for further developing them is desirable.



Conditions of Employment

Work Health and Safety

- Support the development and maintenance of a best practice WHS culture within the workplace.
- Adhere to safe work practices and encourage staff, colleagues and others on the work site to adhere to safe work practices.

Legal and Policy Requirements

- Comply with all relevant policies and procedures.
- Improve systems of work and safe practices.
- Satisfy all position related employment requirements, including providing Registration details as required, completing medical assessments and police checks etc.
- Demonstrate commitment to the St John's Grammar School Code of Conduct.

Performance and Training

- Participate in relevant compliance and other work-related training and professional development as required.
- Participate in an annual review of performance in the role and review of this Position Description.

Special Conditions

- Some out of hours work will be required.

Ben Manifold, Principal
St John's Grammar School
February 2026

