



**WILDERNESS
SCHOOL**

ALWAYS True

COMMUNICATIONS COORDINATOR

Position Name	Communications Coordinator
Status	Permanent
Employment Fraction	1.0 FTE
Commencement	Term 1, 2022
Area of Appointment	Whole School
Position Reporting to	Director of Communications & Marketing
Immediate Colleagues	Marketing Assistant Admissions Staff Advancement Staff Teaching Staff

The School:

Wilderness School is a non-denominational girls school educating students from Early Learning through to Year 12. Since 1884, Wilderness School has prepared girls to be adventurous, courageous, responsible and respectful learners and leaders. The legacy of our founders, the Misses Brown, continues today and is a rich and integral part of our School culture.

Staff members at Wilderness School are required to uphold the values and the reputation of the School and community. Staff members are expected to show a commitment to:

- Conducting their relationships with respect and kindness;
- Demonstrating high behavioural, moral, ethical and professional work standards;
- Working together to successfully manage change.

Job Purpose:

The Communications and Marketing team is responsible for the promotion and protection of the School's reputation and brand with all stakeholders, including branding, advertising, print and digital marketing, social media engagement and media relations.

They provide support to the School Executive, the Admissions Office, the Head of Advancement, Old Scholars, the Parents and Friends Association, as well as members of the Wilderness staff and other members of the School community.

The Communications Coordinator will be a key member of the high-performing Communications and Marketing team. Working with highly capable and experienced professionals, the role will work across the communications functions as well as assist in the promotion and documentation of the School's busy calendar of annual events.

As a storyteller, the Communications Coordinator will have an innate ability to source content and, in turn, produce engaging communications to be shared across stakeholder groups, including students, parents, staff, prospective families, and old scholars. With their broad communications experience, they will bring an understanding of operating strategically, exercising sound judgement, and be able to manage multiple projects simultaneously.

A special focus of the position is preparing content for the School's website, publications and social media sites and proofreading/editing communications for both internal and external distribution to an excellent level.

Key Areas of Responsibility:

- Develop/create ways to build and maintain community engagement across the School's social media channels and website, including liaising with teachers and staff to identify written and visual opportunities for news stories that are "on brand" for promotion.
- Commission, collate, edit, layout and proofread to a high standard content for the School's newsletter, quarterly print magazine - the 'Wilderness Times' and annual Yearbook – 'Semper Verus' and coordinate the design, print and distribution in consultation with external agencies.
- Proofread, monitor and liaise effectively with key staff to ensure all materials distributed are consistent with the School's Branding and Editing Style Guide.
- Liaise with key staff to identify photographic opportunities and take high quality photographs of day to day learning activities as well as key events in the School's calendar for use online and in print.

Communication and Content Creation

- Prepare digital and print communications for final proof reading by The Principal and/or the Director of Communications and Marketing prior to publishing
- Manage and proofread all written communication for Mailchimp, prepared by other areas of the school for the community to ensure consistency. Provide ongoing training to staff in the use of Mailchimp and our editing style.
- Roll out of the Communications Style Guide to all positions of leadership and administration within the School and ensure new staff are informed as positions change.
- Source newsworthy stories on School activities, events, and pupil achievements, in consultation with the Director of Communications and Marketing. Write media releases and submit them to appropriate channels.
- Assist the Principal as shadow writer for articles and presentations as needed.
- Create/coordinate the development of multimedia content (filming, video editing, visual storytelling) for distribution across multiple platforms, including working with external suppliers.

Publications

- Manage and update the publications schedule in collaboration with the Director of Communications and Marketing
- Source, copy, edit and create stories for the School's fortnightly newsletter 'Life In the Wilderness' prior to publishing.
- Manage the content creation of all School publications, including but not limited to the School's biannual print magazine - the 'Wilderness Times' and annual Yearbook – 'Semper Verus' and any other publications requested by departments.
- Collate annual updates from Heads of Department for student and parent information handbooks.

Website and Portal Management

- Work with the Director of Communications and Marketing to develop website and SEQTA Portal content to ensure it is always fresh, comprehensive, up-to-date and focused on evidencing the School narrative and promises.
- Manage the latest news and events on the website.
- Collate, edit and upload annual updates from Heads of Department for student and parent information portal.

Social Media

- Manage, source and publish regular compelling content relevant to target audiences for the School's Instagram, Facebook, LinkedIn and other social media channels.
- Produce and/or arrange multimedia materials for use on the School and alumnae websites and social media pages.

Photography

- Manage the School's photography needs, including maintaining a well-catalogued photographic library for publications, the website and promotional materials, and escorting photographers and videographers on school premises, as required.

Marketing / Special Events and Projects

- Assist with marketing content for strategic initiatives, as well as organising key school events and field days and any other projects as directed by the Director of Communications and Marketing.

General

- Attend all relevant assemblies and events.
- Liaise with external agencies and providers to manage a range of marketing and communications projects, ensuring clear communication and adherence to budget and deadlines.
- Proactively identify new technologies, industry trends and best practice approaches to inform ideas and outcomes.
- Any other duties as required.

Qualifications, Skills and Experience:

Essential

- Appropriate qualification and/or 2-3 years' industry experience in communications/journalism.
- Highly developed written communication skills, with a proven ability to write and edit for a range of uses both in print and online.
- Proficiency in the use of social media platforms, including but not limited to LinkedIn, Instagram and Facebook
- Demonstrated project management and organisational skills, including the ability to manage and prioritise tasks within the strategic framework and meet deadlines with minimal supervision.
- Outstanding interpersonal and communication skills, with the ability to build rapport with multiple stakeholder groups simultaneously and work across all levels of seniority.
- Advanced photography skills with the ability to document various school events and activities and generate content for marketing collateral.

Desirable

- Experience in using the Adobe Creative Suite (filming, video and graphic editing, visual storytelling).
- School or education industry experience is desirable but not necessary.

Personal Qualities

- Demonstrates creativity and initiative with the ability to handle a busy work environment and be able to multitask whilst keeping a calm and flexible approach.
- Strong attention to detail, particularly around grammar and sentence structure, with outstanding proof reading and editing skills
- Adaptable and flexible work ethic with a good understanding of the complex and evolving nature of schools
- Demonstrates high levels of confidentiality and cultivates credibility and honesty
- Operates effectively with enthusiasm in a collaborative team environment and builds strong and trusting relationships
- Presents a professional image that aligns with School values
- Openness to new ideas.

Special Conditions

- Some out of hours' work is an essential component of this role.
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The School reserves the right to modify and adjust position descriptions to meet its operational and strategic needs.

The successful applicant will be required to undergo a Working With Children Check, Responding to Risks of Harm, Abuse and Neglect – Education and Care Training. In addition, the successful applicant will need to provide proof of a TGA Approved COVID-19 vaccination or medical exemption endorsed by the Chief Public Health Officer and adhere to the School's Child Protection Policy.

ACKNOWLEDGEMENT

I have received, reviewed and fully understand the position description. I further understand that I am responsible for the satisfactory execution of the essential functions described therein, under any and all conditions as described.

Employee Name: _____ Date _____

Employee Signature: _____