

## POSITION DESCRIPTION

# MARKETING AND COMMUNICATIONS CONTENT CREATOR

<b>Position Title</b>	Marketing and Communications Content Creator
<b>Employment Status</b>	Permanent 1.0FTE
<b>Classification</b>	Covered by the Wilderness School Enterprise Agreement 2025
<b>Reporting To</b>	Director of Marketing and Communications

Wilderness School is a non-denominational girl's school educating students from Early Learning Centre 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 Browns, 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 our school and community by:

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

Our Values guide every part of Wilderness School's culture, relationships, teaching and learning programs and practices. At Wilderness School we expect our staff and students to promote, enable and nurture Respectful Relationships, Responsible Citizenship, Adventurous Learning & A True and Courageous Self..

### Role Purpose:

The Marketing and Communications Content Creator will be a key member of the high-performing Marketing and Communications team. The role works across all departmental functions.

The Content Creator will be responsible for the design, content creation, publication and distribution of marketing collateral including School publications and social media. A relationship builder, the Content Creator will lead communication efforts with both internal and external stakeholders.

### Key Areas of Responsibility:

<b>Content Creation</b>
<ul style="list-style-type: none"><li>• Responsible for the design and creation of on-brand, highly engaging digital and print content and visuals that generate attention. This includes graphic design, copywriting, photography and video to support digital and traditional marketing communications functions, including but not limited to the School's social media channels, website, publications, invitations, marketing materials, programs, certificates, handbooks, presentations and related materials.</li><li>• Plan, design and proofread the School's newsletter, magazine, yearbook and other publications.</li><li>• Create and coordinate content and graphic design/visuals for parent portals.</li><li>• Assist the Principal as shadow writer as needed.</li><li>• Photograph events and other imagery as needed to support marketing communications functions.</li><li>• Create and maintain content on digital channels including website, YouTube/Vimeo, socials and more.</li><li>• Oversee content evaluation – monitor performance of digital and other marketing assets.</li><li>• Maintain and update the School's Style Guide. Apply and uphold brand standards across all work.</li><li>• Manage relationships and workflows with external agencies/suppliers as needed to successfully deliver marketing outcomes.</li></ul>
<b>Content Coordination</b>
<ul style="list-style-type: none"><li>• Liaise with stakeholders to coordinate the delivery of day-to-day marketing communications based on ad hoc and planned needs, for example coordinating content for social media posts, School publications and direct mail campaigns, overseeing delivery of merchandise, signage, advertising, branding and more.</li></ul>

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- Create communications plans to support stakeholder needs and support the delivery and evaluation of the plans.
- As needed, liaise with media and respond to media as needed and coordinate media requests.
- Liaise with suppliers on advertising requirements.
- Maintain and create workflow documents and run sheets.
- Ensure clear communication and adherence to budget and deadlines, proactively drive outcomes, and troubleshoot and resolve challenges.

### Community Engagement and Event Coordination

- Assist with the coordination, theming and production of School events such as the Valedictory Dinner and regional engagement initiatives. Support supplier liaison, budget coordination, run sheets and on-site management.
- Support the Parents and Friends Association to deliver activities and collateral - for example support the maintenance of the Parents and Friends event calendar, support event coordination, and work with team to create and approve on-brand collateral as needed.
- Attend events as required.

### Administration

- Contribute to building and maintaining workflow documents.
- Develop, manage and update publication schedules, photography calendars, social media planners and more.
- Support database management.
- Utilise event booking platforms, direct mail platforms, portals and other.
- Maintain and build supplier lists.
- Support other departmental administration required for marketing communications deliverables including events.
- Liaise with external agencies and providers as needed, ensuring clear communication and adherence to budget and deadlines.
- Perform any other marketing and communications duties as required by Director of Marketing and Communications.

### Compliance and Risk Mitigation

- Ensure compliance by adopting safe work practices and all statutory, legal and ethical obligations.
- Ensure compliance with Wilderness policies and procedures as well as reasonable directions.
- Identify and implement risk minimising strategies and practices.

### Collaboration and Teamwork

- Contribute to the team's achievement through collaborative work practices.
- Actively work together, share knowledge and practices.
- Deliver high-level customer service to internal and external customers.

## Key Requirements:

### Qualifications and Experience

- Formal qualifications in the field or expertise of graphic design and/or marketing communications.
- Outstanding interpersonal and communication skills, with the ability to build rapport with multiple stakeholder groups.
- High responsiveness, and comfort working in fast-paced environment.
- Demonstrated experience creating engaging, on-brand content including graphic design, copywriting, photography and video to support digital and traditional marketing communications functions.
- Experience in coordinating digital content and campaigns across a variety of platforms, including but not limited to LinkedIn, Instagram and Facebook.
- Experience writing and proofreading documents.
- Experience or transferable skills around event coordination.
- Experience with digital direct mail and event booking platforms like Mailchimp and Trybooking.
- Demonstrated organisational skills, including the ability to manage and prioritise tasks and meet deadlines with minimal supervision.
- High proficiency in graphic design platforms such as Adobe Creative Suite.
- Proficiency with Microsoft 365.
- Willingness to learn new platforms.

### Personal Qualities

- Proven ability to work as part of a team, sharing knowledge and ideas.

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- Demonstrated creativity and initiative with the ability to handle a busy work environment.
- Solutions-oriented, with the ability to work autonomously and in a team.
- Commitment to high quality outcomes, including an attention to detail, the ability to collate and analyse information from a wide range of sources, and an ability to relate tasks to the wider context.
- Demonstrated problem solving capabilities – the ability to identify effective solutions, anticipate needs, manage competing priorities and adeptly manage stakeholders. Cultivates credibility and honesty.
- Understanding of and commitment to the Wilderness School Values.

### Conditions

- Some flexibility in regard to ad hoc out of hours' work is a required component of this role.
- Work from any other metropolitan location as required.
- The School reserves the right to modify and adjust position descriptions to meet its operational and strategic need.
- The successful applicant will be required to undergo a Working with Children Check and Responding to Risks of Harm, Abuse and Neglect Training. In addition, you are required to 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.

Signed:

Date:

Print Name: