



## POSITION DESCRIPTION – DIGITAL MARKETING CO-ORDINATOR PARENTAL LEAVE

**POSITION TITLE:** Digital Marketing Co-ordinator  
**RESPONSIBLE TO:** Head of Communications (HOC)  
**KEY RELATIONSHIPS:** Other Communication Department staff (Marketing Communications Manager, Head Graphic Designer, Graphic Designer, Administrator, Archivist and Regulus/Collegian writer/editor), Head of Development and Community Relations, Alumni Manager, Teaching Staff (including Heads of Department, Head of Middle School and Head of Senior College), Rector and Senior Management (as required), Director of ICT and ICT team, and other Administrative staff

**PURPOSE:** To support the Communications team to manage an accurate, timely digital profile. Co-ordination of digital projects to enhance College operations. Also, to use digital tools to provide real-time feedback on marketing effectiveness and ongoing development.

### CORE VALUES OF ST ANDREW'S COLLEGE:

St Andrew's College offers pre-school to Year 13 education which is:

- independent;
- co-educational;
- Christian in its ethos, derived from its Presbyterian foundation;
- Scottish in traditions;
- focused on excellence, the love of learning and encouraging each student's highest personal achievement;
- caring, supportive and stimulating;
- attentive in its provision of opportunities for the development of the values and skills necessary to make a positive contribution to local and global communities;
- able to offer boarding accommodation during the school year from Years 9–13;
- inspirational and encouraging, by providing the appropriate support for each student to achieve her/his potential.

Values – principles in all we do.

Purpose – our reason for existence.

VALUE	PURPOSE
Truth   Pono	We seek knowledge and act with integrity
Excellence   Kairangi	We strive for our best
Faith   Wakapono	We step forward in confidence
Creativity   Auahatanga	We dare to imagine and make a difference
Inclusivity   Kanorau	We value diversity and embrace difference so we all belong

## KEY TASKS AND RESPONSIBILITIES

### DIGITAL MARKETING CO-ORDINATOR

This is a hands-on, varied role supporting the delivery of digital communications across the College. Working closely with the Head of Communications and Marketing Communications Manager, the role contributes to website content, social media, campaigns, and digital platforms.

This position is well suited to someone early in their career who is keen to develop their digital marketing skills in a fast-paced environment.

### DIGITAL CONTENT:

- Maintain and update content across the College website, intranet, mobile app, and other digital platforms to ensure information is accurate, timely, and engaging.
- Act as a key point of contact for front-end content updates across platforms.
- Ensure content is consistent in tone, style, and aligned with College brand guidelines.
- Coordinate with staff to regularly review and update content.

### CONTENT CREATION:

- Write and edit content for a range of digital channels, including web, social media, and online publications.
- Adapt tone and style for different audiences and platforms.
- Support integration of content across channels, including web pages, PDFs, and online forms.

### DIGITAL OPERATIONS AND USER EXPERIENCE

- Ensure online content is user-friendly, accessible, and correctly targeted to relevant user groups.
- Assist with the setup and management of online forms and digital processes.
- Manage user access and permissions across key platforms.
- Setup and management of online ticketing for events, including customer queries.
- Monitor and test content across devices and browsers.

### SOCIAL MEDIA AND ONLINE PRESENCE

- Plan, write, and schedule social media content based on weekly communications.
- Coordinate content from internal stakeholders, including photography and video.
- Manage College social media channels, including Facebook, Instagram, and YouTube/Vimeo.
- Monitor social media activity and support staff responsible for affiliated accounts.
- Maintain Linktree and Google Business profiles.

### ANALYTICS AND REPORTING

- Monitor website and social media performance.
- Prepare monthly reports and insights to inform future activity.
- Support tracking of campaigns, SEO performance, and audience engagement.

### PAID DIGITAL ACTIVITY

- Responsible for the setup, monitoring, and reporting of paid social media campaigns.

### SPECIAL PROJECTS

- Support emergency communications as required.
- Contribute to broader communications and marketing projects across the College.

## **SKILLS, KNOWLEDGE, QUALIFICATIONS**

### **ESSENTIAL**

- 1–3 years' experience in a digital marketing, communications, or related role, or a relevant tertiary qualification.
- Excellent written communication skills, with strong attention to detail.
- Strong organisational skills and ability to manage multiple tasks and deadlines.
- Ability to follow processes and adhere to brand and style guidelines.
- Confidence working with digital platforms such as CMS, social media tools, or databases.
- A proactive approach and willingness to learn.

### **DESIRABLE**

- Experience with website content management systems.
- Basic understanding of SEO and analytics (e.g. Google Analytics).
- Experience with social media advertising.
- Familiarity with Adobe Creative Suite or basic video editing.
- Working knowledge of HTML/CSS.

### **PERSONAL ATTRIBUTES**

- Strong interpersonal skills and ability to work collaboratively.
- High level of accuracy and attention to detail.
- Positive, team-oriented approach.
- Interest in digital trends and emerging platforms.
- Willingness to occasionally work evenings for key events.

### **HOURS OF WORK**

- 40 hours per week, Monday to Friday, during term time and term breaks.
- This is a fixed-term position covering parental leave, commencing on Monday 24 August 2026 and ending on Friday 24 September 2027, or upon the return of the permanent position holder, whichever occurs first.

