POSITION DESCRIPTION

Job Title	Marketing and Communications Coordinator	**Position Type**	Permanent Full Time
Department	Marketing	**Direct Supervisor**	Manager Marketing and Communication
Location	Onsite	**Hours**	8.00 am – 4.15 pm

Position Summary

The Marketing and Communications Coordinator is responsible for planning, creating and distributing engaging content that enhances Ormiston College's reputation, strengthens community engagement and supports student enrolment objectives.

Working closely with the Manager - Marketing and Communication, the role oversees the College's content ecosystem across social media, website, email marketing, publications, photography, video and digital channels, ensuring consistent and compelling brand experience for current and prospective families.

Mandatory Requirement

This position requires you to hold a Paid Working with Children Check (Blue Card), in accordance with QLD legislative requirements. Your employment is conditional upon obtaining a Working with Children Check (Blue Card) through the Queensland Government's Department of Justice and Attorney-General.

A Degree or Diploma in Marketing, Advertising, Media, Communications or Journalism from a recognised tertiary institution/s, or proven experience in a similar role would be highly regarded.

Reporting Relationships

The Marketing and Communications Coordinator is accountable to the Manager Marketing and Communication.

Selection Criteria

SC1: Demonstrated ability to create compelling written, photographic and video content across a range of digital and traditional channels, with a strong understanding of storytelling and audience engagement.

SC2: Proven experience developing and managing content calendars and executing social media strategies that drive engagement and brand awareness.

SC3: Demonstrated experience capturing high-quality photography and videography, with skills in video production and editing, and the ability to independently manage the full content creation process from concept development and creative direction through to production, post-production and publication.

SC4: Experience using analytics and reporting tools to measure content performance and optimise future activity.

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SC5: Highly developed organisational skills with the ability to manage multiple projects, competing deadlines and event-related content requirements

SC6: A commitment to the aims, objectives and ethos of Ormiston College.

Role Responsibilities

Content Creation and Storytelling

- Plan, create and publish engaging content across digital, print and social media channels, including photography, videography, news stories, EDMs, newsletters and advertising campaigns.
- Research, write and publish news stories that showcase College achievements, programs and community initiatives.
- Ensure College events, activities and initiatives are effectively promoted through engaging and timely content creation.
- Act as the key coordinator for the production of the annual College Yearbook.

Social Media Management

- Coordinate the College social media strategy and content calendar to support audience engagement, growth and brand awareness.
- Monitor, analyse and report on social media performance, platform analytics and engagement metrics.

Digital Communications and Website Management

- Maintain the College website, ensuring content is accurate, current, relevant and aligned with the College brand.
- Support the ongoing development and maintenance of the College's internal communications portal and digital communication channels.

Photography, Videography and Asset Coordination

- Coordinate and deliver photography and videography coverage for College events and activities, ensuring compliance with media consent, privacy and College policies.
- Maintain and organise digital media assets in accordance with College processes and brand standards.

Publications and Marketing Collateral

- Produce and coordinate a range of College publications, promotional materials and communication resources.
- Liaise with and coordinate external suppliers, including printers, photographers, videographers, copywriters, web developers, graphic designers and other service providers as required.
- Coordinate content for digital signage, campus display screens and other on-campus communication channels
- Monitor and maintain records of media coverage, and manage media archives and related reporting.

Events and Community Engagement

- Assist with the promotion, organisation and delivery of College events, enrolment initiatives and Parents & Friends (P&F) activities.
- Support marketing and communication initiatives that strengthen engagement with current and prospective families and the broader College community.

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General Responsibilities

- Perform other reasonable and relevant duties commensurate with the skills, knowledge and capabilities of the position, as directed by the Headmaster or their delegate.

These duties may evolve or change over time to meet the operational requirements of the College.

Additional Requirements

All employees of Ormiston College are required to:

- Display confidentiality, tact, reliability and sensitivity to students and their families.
- Communicate effectively and display high level of interpersonal skills to function as an effective team member.
- Participate in professional development to consolidate and maintain knowledge.
- Accept the College reserves the right to modify the position to meet its operating needs.
- Assist and relieve in other positions from time to time.
- Demonstrate support for the College's philosophy, policies and procedures and core values
- Maintain a degree of flexibility in working hours from time to time as required for the position.
- Ensure that the College's brand, reputation and activities are positively and consistently communicated to both internal and external audiences.
- As a representative of the College, actively contribute to the general philosophy and spirit reflected in the Ormiston College policies, procedures and guidelines.

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Core competencies

Integrity:	• Demonstrates honest, ethical, and transparent behaviour in all actions and decisions. Acts in the best interests of the College, upholding its values and maintaining trust.
Initiative:	• Proactively takes on responsibilities and challenges, identifying opportunities to improve outcomes without needing direction.
Flexible Team Player:	• Works effectively across a variety of situations, individuals, and groups, applying a 'whatever it takes' attitude to support the broader team and College community.
Planning and Organisational Skills:	• Establishes and follows a clear course of action to achieve both short- and long-term goals in an efficient and structured manner.
Achievement Driven:	• Sets clear goals and works persistently to achieve them with enthusiasm, determination, and a commitment to continuous improvement.
Communication Skills:	• Communicates clearly, professionally, and confidently in both written and verbal forms with internal and external stakeholders.
Organisational Competencies:	• Community Orientation: Demonstrates a strong commitment to adding value to the student and family experience, always ensuring positive and supportive engagement.
	• Strives for high performance: Consistently seeks excellence in work output for self and others, setting high standards and striving for continuous improvement.
	• Teamwork and Co-operation: Works collaboratively with others, valuing diverse perspectives and contributing positively to team outcomes.
	• Flexibility: Adapts behaviour and approach to suit changing environments, responsibilities, or the needs of others.
	• Time Management: Effectively plans and prioritises tasks to manage time efficiently and meet deadlines.
	• Thoroughness: Pays attention to detail, ensuring accuracy and completeness in all work tasks and documentation.

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Key Performance Indicators

	Task	Skills	Measurable Metrics
Content Creation, Storytelling and Publications	Plan, develop and publish engaging content across College communication channels, including news stories, newsletters, photography, videography, advertising and publications. Coordinate the annual College Yearbook, ensuring content is accurate, engaging and delivered on time.	Creative writing, storytelling, content planning, photography, videography, editing, project management, attention to detail and time management.	Deliver planned content within agreed deadlines
			Publish a minimum of four College news stories per month during term time.
			Ensure published content complies with College branding, privacy and media consent requirements.
			Coordinate and deliver the annual College Yearbook within approved timelines and budget.
			Complete quarterly reviews of content effectiveness and identify opportunities for improvement.
Social Media and Digital Communications	Manage the College's social media content calendar, maintain website content, support internal digital communication platforms and monitor digital performance to improve audience engagement.	Social media management, digital marketing, website administration, analytics, communication planning, creativity and problem-solving.	Maintain an approved social media content calendar, reviewed weekly.
			Achieve a targeted annual improvement in social media engagement, measured against an agreed baseline.
			Review priority website content monthly and complete approved updates within five working days.
			Provide quarterly digital performance reports outlining reach, engagement, audience growth and improvement opportunities.
			Ensure identified critical website inaccuracies are escalated and corrected as a priority.
Brand Management, Marketing Collateral and Media Assets	Coordinate the production of marketing materials, publications, photography, videography and digital signage. Maintain organised media archives, monitor media coverage and manage external suppliers to ensure quality and consistency.	Brand management, graphic design coordination, supplier management, quality assurance, organisation, attention to detail and budget awareness.	Ensure published marketing materials comply with approved College brand guidelines
			Deliver marketing collateral and publication projects within agreed timelines.
			Maintain an organised and accessible digital media library, with new approved assets filed within 10 working days.
			Review media archives and asset records at least once per term.
			Complete supplier projects within approved budgets, with variations authorised before expenditure.

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	Task	Skills	Measurable Metrics
College Events, Community Engagement and Continuous Improvement	Support the promotion and communication of College events, enrolment activities and P&F initiatives. Collaborate with internal stakeholders to deliver effective marketing campaigns and identify opportunities to improve communication and community engagement.	Stakeholder engagement, relationship management, event coordination, communication, teamwork, adaptability, initiative and continuous improvement.	Deliver agreed promotional activities of allocated priority College events within approved timelines.
			Develop and implement communication plans for major allocated College events and enrolment initiatives.
			Seek stakeholder feedback following major campaigns and events, targeting positive satisfaction rating.
			Identify and implement at least two agreed improvements to college marketing or communication processes annually.
			Participate in a minimum of two relevant professional development activities annually.
Brand	To maintain the school brand. Ensuring excellence and professionalism	Consistent adherence to school values and presentation standards	100% compliance with dress code; communication evaluated as “professional” in termly check-ins
		High-level written and verbal communication	
		Commitment to delivering a positive and professional first impression	0 complaints related to professionalism: consistent recognition in feedback loops
Environment	Support a quality workplace culture and contribute to a positive working environment	Team collaboration and respectful communication	Active contribution in weekly team meetings.
		Initiative to support and uplift colleagues	Participation in workplace initiatives; absence of unresolved interpersonal issues in team reviews

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Position Requirements

- Degree or Diploma in Marketing, Advertising, Media, Communications or Journalism, or proven experience in a similar role.
- High attention to detail and accuracy.
- Professional judgement and high-level initiative are needed.
- Demonstrated sound personal qualities of tact, reliability, and an ability to work with others both individually and as a member of a team.
- A self-starter who is detail-oriented and thrives in a fast-paced learning environment
- A proactive attitude with a willingness to learn and take initiative
- A commitment to integrity, professionalism, and the wellbeing of students, reflecting the College's values such as responsibility and good citizenship

How to apply

- Via Seek – submitting your resume and cover letter, which includes covering the selection criteria.
- Via Email – submit your application to humanresources@ormistoncollege.com.au. Please attach your resume and cover letter, which includes covering the selection criteria.

We extend our sincere thanks for your interest in joining the team at Ormiston College; however, only those selected for an interview will be contacted.

Applications will not be accepted after the closing date.

The College reserves the right to interview and appoint a suitable candidate prior to the closing date of this advertisement. We encourage interested applicants to submit their application as soon as possible.

Other conditions of employment, including entitlements, are as per the Ormiston College Enterprise Agreement, a copy of which will be available upon request, should your application progress to interview.

Further information about Ormiston College can be accessed at www.ormistoncollege.com.au

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