



## Saint Kentigern Job Description

<b>Position Title:</b> Digital marketing co-ordinator	<b>Date:</b> June 2012
<b>Incumbent:</b>	<b>Approved By:</b> (signature of Position Holder)
<b>Reports To:</b> Marketing Manager	(signature of immediate Manager)
<b>Tenure:</b> Permanent	<b>Working Hours:</b> 40 hours per week 4 weeks annual leave
<b>Service Areas:</b> Organisation-wide	

### Section One - Position Summary

The purpose of this role is to:

Proactively enhance the reputation of Saint Kentigern, including:

- To co-ordinate Saint Kentigern's online editorial promotional activity to help realise that ambition
- To liaise and collaborate with key community stakeholders to continually raise the profile of Saint Kentigern
- To facilitate Saint Kentigern community access to information
- To contribute to the Vision, Mission and Goals of Saint Kentigern

### Section Two - Dimensions

Number of people reporting directly to the position:	Nil
Total number of employees supervised.	Nil
Operating Budget:	Nil

### Section Three – Functional Relationships

<b>Internal</b> Marketing Manager Communications Manager Communications Secretary Principals of Schools Head of Admissions General Manager of Trust board Other staff as appropriate	<b>External</b>
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Other Information including changes likely to occur over next 12 months:

### Section Four – Major Activities

Key Tasks	Outcomes/Objectives	Rank
Identifying, writing, editing and publishing content for the Saint Kentigern Website	<ul style="list-style-type: none"> <li>• Liaise with the communications manager to co-ordinate the annual editorial plan</li> <li>• Publish web content in the aPresto CMS (proprietary)</li> <li>• Co-ordinate publishing of web content from across the organisation ensuring timely, appropriate and quality</li> </ul>	



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	<p>content implementation</p> <ul style="list-style-type: none"> <li>• As necessary, write and publish news posts that reflect the breaking news of the day</li> <li>• Create web banners to advertise events on the home page of the website</li> <li>• Upload pdfs to the website and create links from external sites</li> </ul>	
Develop and Implement all aspects of digital communication using digital media, including social media	<ul style="list-style-type: none"> <li>• Analyse results and liaise with social media tracking company to mitigate any negative impact from social media channels</li> <li>• Assist in the development and implementation of online stakeholder surveys</li> <li>• Assist in the analysis of results and generate reports using web tools</li> <li>• Where required take photographs and record videos (after hours where necessary) of events for use on the website and wider digital medial channels such as You Tube</li> </ul>	
Contribute to developing online promotions campaigns	<ul style="list-style-type: none"> <li>• Design and deliver web campaigns to achieve Saint Kentigern objectives incorporating social media tactics</li> <li>• Evaluate the success of web work, including setting key performance indicators for campaigns, monitoring visitor statistics, feedback and participation</li> <li>• Ensure ongoing improvement of process and content in response to community needs and external web standards</li> </ul>	
Act as a brand guardian on the Saint Kentigern website	<ul style="list-style-type: none"> <li>• Develop excellent working relationships with colleagues who provide website content at all levels across the organisation.</li> <li>• Liaise with external partners and ICT providers who maintain the centralised content management system</li> </ul>	

### Section Five – Decision Making Authority

Decisions Expected	Recommendations Expected

### Section Six – Training and Experience Requirements

<b>Formal Qualifications:</b>
Tertiary qualification in communications with a digital focus
<b>Training or previous work experience:</b>
Minimum 2-3 years' experience in content management systems, web design technologies and social media engagement



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### Skills Required

- A sound understanding of writing and engaging online audiences
- Understanding and experience of the social media environment and how to engage communities through it
- Solid experience coordinating content for dynamic websites
- Experience developing and implementing online communication campaigns
- Writing skills
- Proven ability to collaborate with others and contribute effectively to team objectives
- Ability to design, deliver and evaluate online campaigns using a range of social media
- Knowledge of digital trends
- Excellent knowledge of a range of applications and software including social media platforms, social media monitoring software, content management systems, image-editing software, MS Windows
- Strong interpersonal and communication skills
- Empathy and respect for partners and colleagues
- Proven experience in time management
- Ability to respond flexibly to changing priorities
- High professional standards and technical skills
- Creativity balanced with constructive problem solving