
Role Description

13 February 2018

Content Manager (Print and Digital)

Role Description

We are looking for a qualified Content Manager to join our team. You will be responsible for creating, improving and maintaining content for printed publications and online. Your duties will also include sharing content to raise brand awareness and monitoring web traffic and metrics to identify best practices.

Reporting Relationships

The Content Manager reports directly to the Director of Communications and ultimately, the Principal.

Hours of work

Monday –Friday, 8:00 am- 4:00 pm. Hours are flexible you will be required to attend and document a range of school activities and events. There will be some work required to finalise publications during school holidays (as negotiated).

Role Responsibilities

- Assist in the development, distribution, and maintenance of print and electronic collateral including, but not limited to, newsletters, annual publications and magazines by providing copy and imagery to the Director of Communications.
- Work closely with the Director of Communications to coordinate webpage maintenance ensuring that new and consistent information is posted regularly.
- Track and measure the level of engagement with printed and online media over time.
- Ensure that relevant and engaging content is disseminated on social media.
- Repurpose content for different media.
- Ensure brand consistency.
- Works closely with the Director of Communications to develop and adhere to a communications calendar.
- Book advertising slots in print and online as directed by the Director of Communications.
- In collaboration with the Director of Communications, you should be able to develop content strategy aligned with short-term and long-term marketing targets.
- To collate and devise engaging copy for use in printed publications like: Q-news, the Echo and the Annual Review.
- To liaise with the Director of Communications in producing search engine optimised copy
- In association with the Director of Communications, you will edit, proofread and improve written content produced by staff.
- Liaise with content writers to ensure brand consistency.
- Use content management systems to analyse website traffic and users engagement metrics.
- Manage content distribution to online channels and social media platforms to increase web traffic.
- In association with the Director of Communications you will develop an editorial calendar.
- Ensure compliance with law (e.g. copyright and data protection)
- Stay up-to-date with developments and generate new ideas to draw audience's attention.
- To build and manage the image library available to staff.



Key Competencies

- Bachelor's degree in communications, marketing, journalism, English or related field
- 3-4 years experience writing for a large agency or corporation
- Expert in content optimisation and brand consistency
- Proven track record working as a content manager
- Experienced professional with excellent written and communication skills
- Good photography skills
- Excellent understanding of ICT and social media platforms
- Excellent understanding of Microsoft Office
- Familiarity with Adobe CS (Photoshop, InDesign, Illustrator) a bonus

Personal Attributes

- Confident, flexible approach with the ability to respond professionally and resourcefully to the unexpected.
- Excellent written and communication skills.
- High level organisational and planning skills with strong attention to detail.
- Outstanding work ethic, including a willingness to work flexibly when required.
- Ability to work independently
- Outstanding work ethic and a willingness to work flexibly when required
- Collegial attitude to work and a good sense of humour
- Performs well under deadlines
- Initiative, perseverance, attention to detail
- Ability and willingness to evaluate and critically reflect upon own professional practice
- Ability and willingness to contribute positively to the life of the School
- The ability to use sound judgment when making decisions/ taking initiative.