



THE KING DAVID SCHOOL

## POSITION DESCRIPTION

### Digital Marketing Coordinator

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| <b>POSITION</b>         | Digital Marketing Coordinator  |
| <b>RESPONSIBLE TO</b>   | Community Relations Manager  |
| <b>EMPLOYMENT TERMS</b> | <ul style="list-style-type: none"><li>• Employment is in accordance with terms and conditions as outlined in the Educational Services (Schools) General Staff Award 2020 and The King David School Agreement 2023 - 2025</li><li>• Remuneration is in accordance with the Educational Services (Schools) General Staff Award 2020 and dependent on skills and experience</li></ul> |
| <b>PREPARED BY</b>      | Human Resources Manager  |
| <b>ISSUE: 01</b>        | <b>DATE:</b> March 2026  |

All staff members of The King David School are expected to support and promote the School's mission. The King David School exists to provide both excellence and opportunity in education from infancy to year 12. It will foster the development of each individual student in its care paying careful attention and respect to their unique needs, abilities and aspirations. It will fulfil its goals with reference and respect to the contemporary Australian society within which it is so fortunate to exist.

The School has a universal expectation for the protection of the young people in its care and is committed to ensuring that all staff promote the inherent dignity and fundamental right of students to be respected and nurtured in a safe school environment. The School has a zero tolerance of all forms of child abuse and actively works to listen to and empower students. The School has policies and processes in place to protect students from abuse and takes all allegations and concerns seriously, and responds in line with the organisation's policies and procedures.

#### OBJECTIVES

- Develop and deliver current, engaging digital content across the School's digital platforms that effectively communicates the School's values and offerings and resonates with current and prospective families.
- In collaboration with the Community Relations team, support the planning and delivery of marketing activities associated with Community Relations campaigns and events.



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### Duties

#### Content Creation and Delivery

- **Social Media:** Lead the School's presence on Facebook, Instagram, LinkedIn and other social media platforms as appropriate. Create regular, high-impact, and on-brand content that increases engagement.
- **Photography & Videography:** Proactively photograph daily life and events. Produce and edit innovative video content, including festival celebrations (e.g., Purim, Yom HaAtzmaut) and student/alumni interviews.
- **Internal Journalism:** Stay informed about educational and co-curricular programs to ensure the School's unique offerings are showcased accurately and vibrantly.
- **Hands-on role:** Help manage day to day marketing deliverables across multiple projects

#### Digital Channel Management

- **Website Maintenance:** Update content when needed for the School's website
- **Digital Signage:** Manage and update the digital screens across the School when needed
- **Campaign Consistency:** Collaborate closely with the Community Relations Manager to ensure all campaign messaging is cohesive and aligned with the School's strategic voice. Refer to the key domains of Teaching & Learning, Jewish Life, and Wellbeing as a focus for marketing activity.
- Track digital stats (Google Analytics / social media / website) to assess digital performance of campaigns

#### Pixevety (Digital Photo Gallery)

- Upload official photos at the start of every year and when a new student commences
- Curate photos uploaded by teaching staff to eliminate duplicate photos or low res images
- Provide regular updates of students with photo restrictions to key stakeholders (eg Heads of School, Jewish Life)

#### Event Support & Community Engagement

- **Live Event Support:** Assist in the planning and execution of school events. Attend events to provide logistical support and real-time content capture.
- **Brand Ambassadorship:** Represent the School professionally when interacting with students, staff, and the wider community.

#### General Accountabilities for all Staff

- a. Demonstrate duty of care to students in relation to their wellbeing



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- b. Be well informed and comply with the School's obligations in relation to Child Safe Standards and processes for reporting suspected abuse
- c. Adhere to the School's professional dress code
- d. Attend all relevant staff meetings, assemblies, community days and staff professional learning days
- e. Demonstrate professional and collegial relationships with colleagues
- f. Commit to and actively support the School's agenda for continuous improvement through participation in school improvement planning as required
- g. Support the Mission, Vision and Values of the School
- h. Be familiar with and comply with all School policies and procedures
- i. All other duties as assigned by the Principal

#### **Requirements**

- Formal tertiary qualifications in marketing
- Experience in digital marketing on all channels including social media and web. Experience in developing and executing social media strategies
- Experience in website management
- Strong communication, administrative, and project planning skills
- The ability to manage to completion, multiple projects at any one time, within specified timelines

#### **Essential Skills**

- Experience in marketing and public relations
- Ability to develop and execute communications plans
- Experience in developing and executing social media strategies
- Strong administration, co-ordination and organisational skills
- Excellent interpersonal skills and team building capacity
- Outstanding quality of written and spoken expression
- Ability to work effectively with a wide range of internal and external stakeholders
- Ability to drive plans from conception to completion and meet conflicting deadlines
- Be a good ambassador for the School, supporting its professional standards in all areas

#### **Key Results Area**

- Develop and implement the School's digital marketing strategy.
- Ensure that the Community Relations team's projects are professionally managed and executed
- Ensure the School's image within the community is of the highest standard
- Form a successful relationship with the broader teaching staff and School Council



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### Key Performance Indicators

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|--------------|---|
| <b>KPI 1</b> | The School's digital marketing strategy, is fully developed and implemented   |
| <b>KPI 2</b> | The School's website is kept updated promptly when required   |
| <b>KPI 3</b> | Proactively photograph and video daily life and events of the School and promote across appropriate marketing channels. |
| <b>KPI 4</b> | A strong team culture exists within the Community Relations team which is supportive of all School activities           |

Please sign below to confirm that you have read and understood the Position Description above:

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date