



ROLE DESCRIPTION

DIGITAL COMMUNICATIONS COORDINATOR

1. ROLE PURPOSE

The Digital Communications Coordinator will be a motivated team player who will seek out opportunities to proactively drive and develop the effective use of technology as a communications tool for Knox's three campuses. This communications professional will have a deep understanding of the parents' communication needs and actively work to ensure parents have access to information at their fingertips.

The focus is primarily on communication to parents, however will also relate to student communication where there is parental crossover and staff communication. Enthusiasm for innovation and creativity in the use of digital technologies as a communications tool in the education sector is essential.

2. ROLE RELATIONSHIPS

The Digital Communications Coordinator has close collaborative relationship with both the Media Communications Manager and the Knox ICT Department. As with all School employees, the Digital Communications Coordinator is ultimately responsible to the Headmaster.

3. ROLE RESPONSIBILITIES

- Identify, analyse and develop relevant ICT tools to enhance school based communications for parents, students and staff
- Research, develop, implement and evaluate Online Communications Strategy for the school's three campuses
- Liaise closely with the ICT department in the identification and release of relevant tools
- Liaise closely with the Media Communications Manager, Publications Manager and Community Relations Manager on parent communication needs
- Proactively seek out information to communicate to parents including events, news and student achievements
- Liaise closely with stakeholders in the development of the Parent Lounge and Student Café and work with the Head of ICT and TASS to drive improvements to best serve parent needs.

- Review, monitor and update the relevant Portals and Communication Platforms (currently SharePoint Knox Portal, Skoolbag, Parent Lounge and Student Café).
- Develop, maintain and train staff on the use online forms including absentees, sports choices, cadet leave and various others as required. Research and develop the best platforms for online forms in consultation with the Head of ICT
- Provide online and face-to-face training for parents and staff on using the various Knox communications tools. Currently these include: the Knox Portal, Parent Lounge and Skoolbag.
- Maintain familiarity with TASS and identify upcoming release changes. Test release changes and notify TASS of any concerns.
- Liaise with staff across the school to improve and enhance use of school databases.
- Communicate enthusiasm for innovation and creativity.
- Support teaching, sport and admin staff on using the various Knox communications tools.
- Develop and maintain documentation on the use of ICT communications tools.
- Participate in ongoing professional development related to job responsibilities and maintaining expertise in the field.
- From time to time, assist with monitoring social media and website updates, including outside standard business hours.
- From time to time, assist with preparing the School's newsletters for parents, The Knoxonian and Sports Bulletin.

4. ROLE ACCOUNTABILITY

Strategic Planning:

- Research, develop, implement and evaluate Online Communications Strategy for the school's three campuses
- To assist in the medium and long term strategic planning process for a whole School ICT program
- To assist in the investigation of new hardware and software solutions for enhanced communication outcomes
- To assist the School in taking a systematic and planned approach to using technology to support communication

Communication / Networking:

- To be a highly effective communicator with parents, colleagues and students
- To have high level professional presentation skills appropriate for staff meetings and parent information sessions
- To establish professional links with other educational institutions; primary, secondary and tertiary
- To represent the School at appropriate professional meetings/networks and attend conferences where appropriate
- To play an active and constructive role in internal committees as required

Support:

- To work closely with colleagues in the School's administration, teaching and support departments when required
- Training sessions for parents and staff such as meetings and Staff Induction days.
- Acquire a detailed knowledge of the School's operating systems/databases so as to ensure the various communications tools fit with the long term whole school ICT strategic vision

Skills, abilities and personal attributes:

- Fully conversant with information and communication technology as it relates specifically to Schools and administrative requirements
- Outstanding communication skills including the ability to cater to the needs of parents, teachers and support staff at different levels of ICT competency in a positive and collaborative manner
- Proven ability to manage time and prioritise work schedules
- Openness to ongoing personal and professional development thorough professional courses, professional networking and personal interest
- A sense of purpose and mission that underpins the work being undertaken

5. ESSENTIAL CRITERIA

- Tertiary qualifications in IT, digital communications or a related field
- 3 years expertise in driving and managing high-level digital communication
- Proficient in HTML and CSS
- Experience with retrieving information from databases using SQL queries and Excel
- Experience improving web visits and user experiences for online platforms
- Experience in developing and maintaining internal communication policies and guidelines
- Project management experience
- Demonstrated ability to manage multiple projects with shifting and short deadlines
- Demonstrated success working with diverse range of internal stakeholders and ability to provide internal training, coaching and mentoring
- The ability to think strategically and create engaging digital communications
- Excellent online writing editing and proofreading skills
- Web management experience including web structure and content and ability to manage external suppliers
- Ability to communicate enthusiasm for innovation and creativity in the use of digital technologies in a contemporary education environment
- Extensive knowledge of digital communication tools, Google Applications, social media and other web technologies, and technical expertise in integrating these technologies
- A strong sense of teamwork and collegiality

6. WORK HEALTH & SAFETY

The incumbent will actively support and contribute to the maintenance and development of a safe working environment by:

- reporting incidents or accidents to the appropriate staff as soon as possible
- working within the WHS management systems that have been adopted by the School

7. APPRAISAL AND REVIEW CONDITIONS

As with all members of staff, the person will be expected to participate in a regular appraisal program as an integral part of their professional development. The appraisal program shall set strategic objectives and performance measures consistent with the responsibilities of the position.

8. TERMS OF EMPLOYMENT & REMUNERATION

This is a term time only position (plus an additional two weeks). From time to time, the role may require work outside standard business hours to assist with technical issues or communicating urgent information to parents.

The remuneration will be in accordance with the Independent Schools NSW (Support and Operational Staff) Multi Enterprise Agreement 2017. Superannuation Guarantee at the current legislative rate will be paid by the school in addition to salary as required by the Act.

Please note: All staff are subject to mandatory screening procedures in line with Child Protection Legislation