



POSITION DESCRIPTION

MARKETING & CONTENT SPECIALIST

Reporting to: Marketing & Communications Manager

Employment Status: Permanent, full-time

POSITION PURPOSE

The Marketing & Content Specialist supports the Marketing & Communications Manager to deliver high-quality marketing, communications and digital content activity that strengthens Marsden School's profile, supports enrolment and engagement goals, and protects and enhances the Marsden brand.

The role is responsible for creating compelling content across Marsden's website, social media channels, digital platforms, publications and promotional materials, while also supporting the coordination and delivery of marketing campaigns, advertising, collateral, supplier liaison and promotional activity.

RESPONSIBILITIES

Content creation and storytelling

- Identify and develop engaging stories that reflect Marsden's values, achievements, student experience and strategic priorities.
- Liaise with staff, students and key stakeholders to gather content, images, quotes and information.
- Attend selected school events and activities to capture content through photography, video and written storytelling.
- Undertake photography, video capture and basic editing to support digital and promotional content.
- Upload and maintain images, video and other content across Marsden's website, community website, social media channels and digital asset management system.
- Maintain the Marsden School photo, video and digital asset library.
- Create digital flipbooks, slide decks and presentation materials as required.
- Proofread and edit content for print and digital media.

Marketing campaigns and promotional support

- Support the Marketing & Communications Manager with the coordination and delivery of Marsden's marketing campaigns, including enrolment, event, brand and promotional campaigns.
- Assist with the production of campaign collateral, advertising assets, publications, brochures, signage, digital banners and other promotional materials.
- Support campaign-related webpages, landing pages, forms, social media activity, digital advertising and email communications.
- Assist with the coordination of paid advertising activity across digital, print, outdoor and other media channels.
- Help coordinate campaign timelines, deliverables, approvals and production requirements.
- Support promotional activity for key school events, including Open Days, Experience Days, information evenings and other community or enrolment-focused events.

Website and digital media

- Manage day-to-day website administration, including creating and updating copy, latest news, images, forms, landing pages and other content.
- Ensure website content is accurate, current, engaging and aligned with Marsden's brand and tone.
- Monitor website functionality and liaise with external support providers to resolve issues.
- Support ongoing improvements to website content, user experience and search engine optimisation.
- Update information and news about Marsden School on relevant third-party and education websites.
- Manage and create content for Marsden's social media accounts across multiple platforms.
- Develop and implement social media content plans that support school priorities, campaigns, events and community engagement.
- Monitor social media comments and escalate any issues or reputational risks to the Marketing & Communications Manager.
- Keep abreast of digital marketing, social media and content trends, making recommendations where appropriate.

Brand, publications and collateral

- Adhere to Marsden's brand guidelines and style guide to ensure consistency across all marketing and communications.
- Support the production of branded materials, including publications, brochures, advertisements, signage, templates, digital assets and event collateral.
- Assist with maintaining consistency of language, visual identity, tone and messaging across internal and external communications.
- Use Adobe Creative Suite or other relevant tools to support the creation and adaptation of marketing materials.
- Liaise with internal stakeholders to ensure materials are accurate, appropriate and aligned with Marsden's brand and strategic priorities.

Stakeholder and supplier coordination

- Liaise with internal stakeholders across the school to support marketing, communications and content requirements.
- Liaise with external designers, printers, photographers, videographers, media suppliers, advertising partners and digital support providers.
- Support coordination with external providers for Marsden's website, community website, sports website and online registration platforms as required.
- Build positive and professional relationships with staff, students, families and external partners.

Other duties

- Contribute to the overall marketing, communications and content plan.
- Provide marketing and communications support for school events and activities where required.
- Undertake any reasonable duties requested by the Principal, Senior Leadership Team or Marketing & Communications Manager to meet the needs of Marsden School.

RELATIONSHIPS

Internal

- Marketing & Communications Manager
- Principal and Senior Leadership Team
- Advancement Team (Marketing & Communications, Philanthropy, Community Relations, Enrolments)
- Head of Preschool, Director of Sport, Director of Performing Arts and Director of Music
- IT Team
- General staff, teachers and students

External

- Designers, printers, photographers and videographers
 - Media suppliers and advertising partners
 - Website, digital and third-party support providers
 - Other suppliers and external partners as required
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HEALTH AND SAFETY

- Practise within Marsden School's health and safety policies and procedures.
 - Report all identified hazards, incidents, near-misses and accidents to your Manager.
 - Contribute to ensuring that a safe working environment is maintained at all times.
 - Participate in mandatory health and safety training as required.
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PERSON SPECIFICATION

Experience and skills

The successful applicant will ideally have:

- Proven experience in a marketing, communications, digital content or related role.
- Strong writing, editing and proofreading skills, with excellent attention to detail.
- Experience creating content for websites, social media, publications and promotional channels.
- Confidence managing social media platforms and creating engaging digital content.
- Experience supporting marketing campaigns, advertising activity, collateral production or publications.
- Strong organisational skills and the ability to manage multiple tasks, deadlines and stakeholders.
- Experience liaising with external suppliers such as designers, printers, media partners or digital providers.
- A good understanding of brand consistency and reputation management.
- Experience using website content management systems, social media scheduling tools, digital asset libraries and analytics platforms.
- Competence with tools such as Adobe Creative Suite, Canva, Microsoft Office and/or other relevant design and content platforms.
- Photography, videography and basic editing skills.
- An understanding of digital marketing, SEO, paid advertising and campaign reporting.

Personal attributes

The successful applicant will be:

- A confident and polished communicator.
- Creative, proactive and full of ideas.
- Highly organised and able to work across multiple projects at once.
- Detail-focused, with high standards of accuracy and presentation.
- Collaborative, flexible and willing to turn their hand to a wide range of marketing and communications tasks.
- Comfortable working in a busy school environment where priorities can shift quickly.
- Discreet, professional and aware of privacy, reputation and brand considerations.
- Committed to supporting the values and special character of Marsden School.

In order to meet the changing needs of Samuel Marsden Collegiate School, this job description may require change from time to time.