



LINDISFARNE
Anglican Grammar School

Position Description

Position:	Communications and Digital Content Coordinator
Immediate Supervisor:	Director of Community Engagement
Subordinates:	None
Award/Agreement:	<i>Independent Schools NSW (Support and Operational Staff) Multi-Enterprise Agreement 2021</i>
Classification:	Level 3 Senior Clerical Officer

Our Vision

Lindisfarne Anglican Grammar School is a high quality, Independent, Anglican co-educational Grammar School that serves the southern Gold Coast, Tweed Coast and northern New South Wales. We seek to provide the distinctive identity, relationships, learning and leadership that support our staff and families to work together to meet our high expectations for the achievement and holistic development of our students in our local, national and international communities.

Our Values

Within our Anglican tradition, we value:

- **Compassion:** Building genuine relationships through generosity of spirit and care for others.
- **Wisdom:** Gaining the knowledge, understanding, skills and character that comes from learning.
- **Respect:** Appreciating all within our environment and leaving an honourable legacy for those who follow.

Our Culture

We cultivate learning through relationships, expert teaching, educational research and innovation that focus on:

- **Leadership:** Creating the competencies that equip us with hope, clarity and direction.
- **Standards:** Establishing high expectations that empower student involvement, development, achievement, service and voice.
- **Collaboration:** Working together within aligned structures, processes, practices and systems that enable our desired ethos and strategy.

Our Strategic Domains

- **Achievement**

Our Aspiration: A great school privileges the disciplined pursuit of achievement; encourages challenging individual and collective goals; asserts confidence in the capability of all to be successful and seeks out the best processes by which this might be attained, and measures its effectiveness in attaining the best possible outcomes.

- **Relationships**

Our Aspiration: A great school builds robust and resilient learning relationships within supportive environments that inspire learners to grow in knowledge, skills and character so that they are equipped, empowered and enabled to assume responsibility for making a positive contribution to the world.

- **Communication**

Our Aspiration: A great school listens to its community carefully and consistently, connecting and communicating with it by creating a credible narrative of the school that honours the legacy of its past, frames the complexity of its present and projects a compelling rationale for a preferred future that serves 21st century learning needs.

- **Initiatives**

Our Aspiration: A great school invests significant hope, resources and commitment into research and development by planning, conducting and evaluating intentional projects and initiatives that are aligned to the school's mission, realise the school's vision and demonstrate the school's values in action.

- **Reputation**

Our Aspiration: A great school earns a strong reputation as a great school that exceeds expectations with relation to the quality of its outcomes; the efficiency and efficacy of its processes; its engagement with its community; the consistency of application of its ethos; and the execution of its strategy across the domains of achievement, relationships communications and initiatives.

The Role

The Communications and Digital Content Coordinator is responsible for the development, implementation and monitoring of communications, events and activities that lead and support the School's stated objective to be a world-class school for students of the southern Gold Coast, Tweed Coast and northern New South Wales. The role is responsible for leading initiatives that enhance our positive culture and reputation across alumni, students, parents and staff through the provision of high-quality written and digital content.

Responsibilities and Accountabilities

Working to support the development of high-level communications and content throughout the School. This would involve:

- Write engaging and error-free content for the majority of the School's communication materials and publications that adheres to Lindisfarne's style guidelines.
- Write and develop high-engagement social media content that reflects the Lindisfarne Way.
- Manage the social media platforms to promote and enhance the School's operations and reputation.
- Project management of the School's publications including timelines, content creation and sourcing, proofing, and printing or electronic distribution.
- Interpret creative direction and adapt points from creative briefs into persuasive copy concepts.
- Propose copy concepts and present underlying strategic thinking to members of the Executive.

- Simultaneously manage multiple projects with short deadlines.
- Design, proofread, update and/or maintain all school print collateral and advertising.
- Maintain and update the School's website through the provision of accurate and engaging content.
- Newsletter – Contribute articles to the weekly newsletter and proofread all submissions before distribution.
- Work as part of the Community Engagement team to develop a variety of content marketing materials.
- Contribute and in some circumstances manage school and wider community events as a member of the Community Engagement team, including those outside normal business hours.
- Be available to take photographs of school events for publication in the newsletter, on social media and for publications.
- Carrying out post-event evaluation, including the compilation of assets and reports.
- Produce and maintain a resource bank consisting of advertising copy, photographs, audio-visual and editorial for publication for print, radio and news media and internal use.

Qualifications

- A current NSW Working with Children Check.
- Relevant tertiary degree,

Hours of Duty

This is a full-time role consisting of 38 hours per week, not including a 30-minute unpaid lunch break. Hours are from 8:00am – 4:06pm with additional hours as directed by the Director of Community Engagement. As a member of the Community Engagement team there is an expectation that some hours may fall outside normal business hours

Key Considerations

A member of the Lindisfarne Anglican Grammar Team is:

- Emotionally intelligent
- A strategic and visionary thinker
- A successful communicator
- A goal oriented achiever
- A sensible risk taker
- A capable decision maker
- A resourceful facilitator
- A visible role model
- A life-long learner
- An astute and agile leader
- A problem solver
- A quick thinker and has a calm demeanour

Occupational Health & Safety

All staff are responsible for their own health and safety and for the health and safety of any other person around them. They have a responsibility to comply with all statutory health and safety rules applying to their position and must therefore:

- Read and understand all School Health and Safety regulations applying to their position.
- Comply with standard working practices to ensure all work is performed in a safe manner within the extent of their control over the work situation.
- If within their authority to do so, take personal action to eliminate, avoid or minimise hazards of which they are aware.
- Comply with all occupational health and safety instructions.
- Make proper use of relevant safety devices and personal protective equipment.
- Seek information and advice where necessary before carrying out new or unfamiliar work.

- Maintain dress standards appropriate for the work being done and wear uniforms if supplied.
- Be familiar with emergency and evacuation procedures and the location, and use, of emergency equipment.
- Bring to the attention of their immediate Supervisor any sub-standard situation or procedure they observe.

Performance Indicator

Areas of responsibility must be met as an indication of performance and failure to meet these may lead to a performance review.

Note: This Position Description must be read in conjunction with the full Strategic Intent document of the School.

The duties and responsibilities of the Communications and Digital Content Coordinator may vary from time to time at the discretion of the Principal.

I have read and fully understand the contents of the Position Description.

Signed _____

Date _____