



Position Description

TITLE	Digital Marketing Specialist
EMPLOYMENT STATUS	Permanent, fulltime
ORDINARY HOURS OF WORK	Monday to Friday, typically 8:30am to 4:30pm, 37.5 hours per week.
DEPARTMENT	Advancement
ENTERPRISE AGREEMENT	Launceston Church Grammar School, General Staff, Enterprise Agreement 2023-2025
EA CLASSIFICATION	School Administration Services Grade 5
REPORTS TO	Marketing Manager
REPORTS	Nil
LOCATION	Senior Campus

Scope of position

This is an exciting, hands-on role at the heart of the Grammar story. The Digital Marketing Specialist brings our School to life across digital channels, capturing the energy, character and experiences that make Grammar distinctive. Through creative content, photography, video, social media and digital campaigns, the role showcases our students, our people and our community in ways that are authentic, engaging and unmistakably Grammar. Working across the School, the Digital Marketing Specialist will uncover great stories, respond to opportunities in real time and create content that builds connection, strengthens our brand and inspires current and future families. This is a role for someone who is curious, creative and full of initiative - someone who understands that great digital marketing is not simply about being seen, but about making people feel something and bringing to life our commitment to nurture, challenge and inspire.

Duties and Responsibilities

- Plan, create and deliver engaging digital content that strengthens the School's brand, tells the Grammar story and supports enrolment, engagement and Advancement objectives.
- Capture, produce and edit high-quality photography and video content showcasing School life, students, staff, events, programs and facilities across digital and marketing channels.
- Write, edit and publish compelling content across the School's website, social media, e-newsletters, digital campaigns, news stories and other promotional channels.
- Manage the School's social media presence, including content planning, scheduling, publishing and community engagement across platforms including Facebook, Instagram and YouTube.
- Develop and maintain a coordinated digital content calendar aligned with the School's strategic priorities, key messages, identity and values.
- Manage website and digital communications across multiple platforms (ie: Craft CMS, Campaign Monitor, Humanitix, Meta Business Suite and Canva), ensuring content is current, accurate, engaging and consistent with the School's brand.
- Plan, implement and monitor paid digital marketing and social media campaigns, including audience targeting, campaign optimisation and evaluation, to support enrolment, events, engagement and other strategic priorities.
- Monitor digital trends and best practice, and track, analyse and report on website, social media, email and campaign performance to continually improve reach, engagement and effectiveness.
- Collaborate with the Advancement team and stakeholders across the School community to identify stories, coordinate content and deliver marketing initiatives aligned with the School's broader marketing and communications strategy.
- Maintain an organised library of digital assets, including photography and video, and undertake other duties reasonably required by the Manager and consistent with the scope of the position.



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Key Selection Criteria

- Relevant qualification in marketing, communications, digital media or a related field, and/or demonstrated relevant experience.
- Demonstrated experience managing social media channels, with a strong understanding of digital trends, audience engagement and platform best practice.
- Strong digital content creation skills, including photography, videography, basic image editing and production of engaging content for web and social channels.
- Experience using digital marketing and content platforms such as Canva, Meta Business Suite, Campaign Monitor and Craft CMS, or the demonstrated ability to quickly learn similar platforms.
- Strong copywriting, editing and verbal communication skills, with the ability to adapt content for different audiences and channels.
- Good visual judgement and design capability; experience with Adobe Creative Suite or other professional design software is advantageous but not essential.
- Excellent organisational skills, with the ability to manage multiple campaigns, deadlines and competing priorities.
- A proactive, collaborative and positive approach, with strong initiative and the ability to work effectively both independently and as part of a team.

WORKPLACE HEALTH AND SAFETY - WORKER

- Take reasonable care for your own health and safety
- Take reasonable care that your acts or omissions do not adversely affect the health and safety of others
- Comply, so far as you are reasonably able to, with reasonable instruction provided by the School
- Co-operate with reasonable policy and procedure relating to health and safety at the workplace that has been notified to staff by the School including reporting any hazards, incidents and near misses.

Safeguarding Children and Young People

Launceston Church Grammar School is an Childsafe School and we take the safeguarding of children and young people seriously.

- Ensure all Launceston Church Grammar School policy compliance is met;
- Ensure that your interactions with children and young people are positive and safe;
- Provide adequate care and supervision of children and young people in your charge;
- Act as a positive role model for children and young people;
- Report any suspicions, concerns, allegations or disclosures of alleged abuse to management,
- Maintain valid working with vulnerable people registration; and
- Report to management any criminal charges or convictions you receive during your employment that may indicate a possible risk to children and young people.

Attitudes and personal qualities

- Honest, trustworthy and ethical
- Well-developed interpersonal and communication skills
- Exceptional writing ability, with equivalent verbal presentation skills.
- Strong organisation skills with the ability to create efficient workflows, ensuring all marketing tasks are completed accurately and on time.
- Ability to build strong relationships and be a team player.
- Bring a positive and enthusiastic outlook to the team, fostering a collaborative and creative work environment.
- Demonstrate a proactive approach to identifying and implementing new marketing opportunities and improvements.
- Supportive of the Anglican Ethos of Launceston Church Grammar School
- Positive can-do attitude