



## JOB DESCRIPTION

<b>JOB TITLE</b>	Digital Media Coordinator
<b>DEPARTMENT/SECTION</b>	Communications Department
<b>LINE MANAGER</b>	Director of External Communications & Engagement

### SAFEGUARDING:

*Forest School is committed to safeguarding and promoting the welfare of children.*

The postholder will be required to;

- Complete an Enhanced Disclosure and Barring Check (DBS).
- Complete Child Protection Training.
- Promote and safeguard the welfare of all children and young persons they are responsible for, or with whom they come into contact.

### JOB SUMMARY:

The Digital Media Coordinator will be a key player in shaping and executing our digital strategy, focusing on social media management, content creation, and website coordination. This position requires a highly creative and strategic thinker who can effectively communicate our school's vision and values to a broad audience.

The ideal candidate will have a strong background in digital marketing, exceptional storytelling abilities, and a keen eye for detail. This role is crucial in driving our online engagement, enhancing our brand image, and supporting our enrolment initiatives.

### KEY DUTIES AND RESPONSIBILITIES:

#### Strategic Digital Planning

Develop and implement a comprehensive digital strategy that aligns with the school's marketing and communication goals.

Collaborate with the Director of Communications to ensure the digital strategy supports the overall marketing plan.

#### Content Creation and Management

Produce and manage high-quality, engaging content across all digital platforms, including writing, graphic design, and video production, while adhering to the school's brand guidelines.

Create compelling stories and visuals that showcase the unique aspects of our school, from pupil achievements to innovative programmes and community events.

#### Social Media Oversight

Lead the management of our social media channels, ensuring consistent, timely, and relevant postings that engage our community and attract prospective pupils.

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Develop and execute social media campaigns that drive brand awareness, foster community engagement, and support enrolment efforts.

### **Website Coordination**

Maintain and update the school's website, ensuring it reflects the latest news, events, and achievements. Optimise the site for SEO and user experience, ensuring it is an effective tool for information dissemination and engagement.

### **Community Engagement**

Plan and execute targeted social media campaigns to increase brand awareness, drive engagement, and support enrolment initiatives.

Use analytics and insights to measure campaign effectiveness and adjust strategies accordingly.

### **Analytics and Reporting**

Monitor and analyse the performance of digital content and campaigns, providing regular reports and insights to inform strategy adjustments.

Use data-driven insights to continuously improve our digital marketing efforts and achieve our strategic goals.

### **Trend Integration**

Stay current with digital marketing trends and technologies, incorporating best practices and innovative approaches into the school's digital strategy.

Experiment with new content formats and engagement tactics to keep our audience engaged and our approach fresh.

### **Cross-Department Collaboration**

Work closely with the Admissions, Marketing, and Communications teams to ensure cohesive messaging and strategic alignment across all platforms.

Collaborate with faculty and staff to gather content and stories that highlight the school's achievements and initiatives.

### **Event Support**

Assist in the promotion and digital coverage of key school events, including open days, music concerts, drama productions, alumni gatherings, and other special occasions.

Create multimedia content that captures the essence of these events and shares it with a wider audience.

### **Training and Development**

Provide training and support to staff and pupils on best practices for digital content creation and social media use.

Foster a culture of digital literacy within the school community.

This job description should be seen as enabling rather than restrictive and will be subject to regular review.

This job description reflects the present requirements of the post and as duties and responsibilities change and develop, the job description will be reviewed and be subject to amendment in consultation with the post holder.

## TERMS OF EMPLOYMENT

- Salary: competitive
- Hours: Full time, Monday to Friday.  
Term time hours: 08.00 – 17.00.  
School holiday hours: 08:30 – 15:30
- The post holder will be entitled to 30 days annual leave.
- Requirements to work occasional weekends and evenings for school events. The post holder will be expected to attend Open Morning and all staff InSET and Admissions days.
- Support staff are enrolled into a defined contribution scheme. Staff are required to make a minimum contribution into the scheme, amounting to 5%. The school will make a graduated employer contribution, starting at 15.23%, based on length of service.
- Free lunches during term time and when working during the school holidays.
- Refreshments available in the Common Room throughout the day.
- Discounted membership of the Sylvestrian Leisure Centre.
- Assistance obtaining a parking permit.
- Employer death in service benefit
- Support with extensive CPD opportunities

## FOREST SCHOOL'S POLICY AND PROCEDURE

The postholder is required to actively follow and abide by all Forest School policies and procedures including Equal Opportunities, Safer Recruitment and Child Protection, and will maintain an awareness and observation of Fire and Health & Safety Regulations

If during the course of time the duties and responsibilities should change, the job description will be reviewed and amended in consultation with the postholder.

The postholder will carry out any other duties as are within the scope, spirit and purpose of this job description as requested by the relevant Line Manager.

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