

WESTVILLE BOYS' HIGH SCHOOL

JOB DESCRIPTION

Social Media Co-Ordinator and Designer

The job description includes but is not limited to the following areas of responsibility.		
Name: Vacancy	Position: Social Media Co-ordinator and Designer	
Employed by: SGB	Reports to: Marketing & Communications Manager	Updated: 18 November 2023
Purpose of the job:	The Social Media Co-ordinator and Designer develops and manages the day-to-day social media strategy of the organisation, in line with the long-term marketing strategy for Westville Boys' High School (WBHS), WBHS Foundation, Westville Old Boys' Association (WOBA) & WBHS Educational Trust. This includes planning, executing, measuring, and reporting on all campaigns, creating engaging content and designing creative collateral and promotional material to enhance the school's online and offline presence.	
Key performance fields:	<ul style="list-style-type: none"> - Social media strategy planning & implementation - Brand consistency (brand management & corporate ID design elements) - Content creation and marketing collateral - Content creation: photography & videography - Administration, reporting, monitoring & evaluation - Support to the Marketing & Communications Manager in the execution of events/function, branding, communication 	
Working hours:	Full time employment with the ability to work outside normal hours for: <ul style="list-style-type: none"> - Functions/meetings/events and festivals - Saturday fixtures and events - Festivals, tours & activities over the school holidays/public holidays 	
Main Description	Sub Description	
1. Social Media Strategy planning & implementation	1.1 Responsible for <u>developing</u> , <u>executing</u> , and <u>reviewing</u> a targeted social media & communication strategy to position WBHS and it's offering to increase awareness, student enrollment, generate new funding/supportive leads, attract key talent and expand our reach both locally, nationally and internationally.	
	1.2 Identify target audiences and devise effective campaigns to reach past, current, and future target markets. (old boys, students, parents, staff, sponsors & other stakeholders etc.)	
	1.3. Managing the social media accounts and online platforms for WBHS, Foundation, WOBA & Educational Trust across various platforms e.g. Facebook, LinkedIn, Twitter, YouTube, Instagram, Whatsapp, including subsidiary accounts and Task Teams (Photography & Videography, Griffin Gazette etc.)	
	1.3. Creating a tailored content calendar for each entity and platform including a 'Post' and 'Live' strategy. Alternating between information giving and planned advertising/promotional campaigns.	
2. Brand consistency	2.1. Ensuring a consistent brand image and messaging across all social media platforms	
	2.2. Monitoring online accounts (fake accounts) and conversations and addressing any issues that may arise. Maintaining a positive online reputation. Responding to MD's, tags and other connections.	
	2.3. Ensuring design uniformity across all visual materials & collateral (signature, branding, signage), keeping in line with the Brand Bible and Brand Management practices at WBHS on execution	
3. Content Creation and Marketing Collateral	3.1. Responsible for creating, designing, and generating valuable, timely and engaging content for campaigns, releases, and communications, including text, images and video.	
	3.2. Design and execute eye-catching and visually appealing promotional material including, posters, flyers, social media graphics, online	

	advertising, admissions documents, weekly sports programmes, banners, brochures, kit and certificates etc. to effectively communicate school initiatives, events and achievements
	3.3. Collaborate with other departments to gather content and showcase various aspects of school life.
	3.4. Assist in the execution at school functions and events. Attend the event/function to assist and capture, coordinate and ensure activities are captured for live posting and online updates.
4. Content Creation: Photography & Videography	4.1. Story board videos and set sequences working together with the photography and videography task teams for the required campaigns.
	4.2. Capture, select, edit and optimise high-quality images for use in various marketing materials as needed.
5. Administration, Reporting, Monitoring & Evaluation	5.1. Execution and evaluation of activities, effectiveness of procedures and completion of reports/briefings (quarterly, pre- and post-event etc.) to ensure that necessary goals and objectives are achieved. This includes monitoring online analytics, follower growth, community feedback, engagement rates, content reach, effectiveness, and campaign success.
	5.2. Tracking metrics: ensuring campaigns and activities meet the required metrics. Tracking following, growth, reach, engagement, traffic, CTRs, earned media etc.
Skills and Experience	Content creation and Graphic design experience minimum 1 year or Brand awareness
	Good judgement and problem-solving skills
	Outstanding written and oral communication skills
	Professionalism and strong moral code
	Energy and passion
	Experience with the following software packages: Adobe Photoshop & Illustrator, Microsoft Publisher, Excel.
	Griffin Values: Character, Discipline, Respect, Resilience, Humility and Integrity