

Digital Communications and Design Coordinator

Position Description

Hours of Work: 37.5 hours per week

Reports to: Head of Brand, Marketing and Communications

Role Summary

The Digital Communications and Design Coordinator supports the delivery of the school's digital communications portfolio, including the website, weekly newsletter and social media channels.

The role includes the coordination, design and production of major school publications, serves as a custodian of the school's brand identity and visual standards under the direction of the Head of Brand, Marketing and Communications, and maintains the school's multimedia assets within established systems to support high-quality communications across the Pinehurst community.

Key Responsibilities

Digital Communications

- Regularly update and maintain website content, including the Newsroom, Events, Digital Publications and School Calendars.
- Produce and distribute the weekly school newsletter, including gathering content, editing, proofreading and managing production deadlines.
- Plan, create, curate and schedule engaging social media content, proactively identifying opportunities to showcase school life, learning experiences and student achievements.

Publications and Creative Design

- Coordinate the design, layout and production of major school publications, including Panorama Magazine, Graduation Book and Annual Report.
- Manage publication timelines, content gathering, editing, proofing, printing and distribution under the direction of the Head of Brand, Marketing and Communications.
- Proactively source stories, photographs and contributions from teaching staff and other areas of the School.

Brand and Marketing Support

- Act as a custodian of Pinehurst's brand identity, consistently applying established brand guidelines, messaging and visual standards.
- Design and produce creative materials for marketing campaigns, print and digital advertising, promotional materials and wider school communications.
- Support the Head of Brand, Marketing and Communications in delivering brand and marketing initiatives.
- Provide creative, design and communications support to the wider Brand, Marketing and Communications team as required.

Photography and Multimedia Management

- Proactively capture photography of everyday school life, activities, learning experiences and achievements for use across digital and print communications.
- Organise and maintain digital media assets within established systems, including Pixevely and SharePoint, following approved filing, naming, tagging, consent and archiving protocols.
- Provide creative assets to support video productions for school events and digital displays, working collaboratively with the Theatre and Creative Operations Lead.

Core Outcomes

- Consistent application of Pinehurst's brand identity and visual standards across communications and creative materials.
- Accurate, engaging and timely delivery of the weekly newsletter, website content and social media communications.
- High-quality design, coordination and production of major school publications, advertising and promotional materials.
- Proactive identification and communication of stories that showcase school life and achievements.
- Well-organised digital media assets, maintained in accordance with established filing, categorisation, consent and archiving protocols.
- Effective collaboration and contribution to the wider Brand, Marketing and Communications team.

Required Skills and Experience

- A minimum of two years' professional experience in a design studio, marketing or communications environment, with proven practical graphic design skills.
- Proficiency in Adobe Creative Suite, particularly InDesign, Illustrator and Photoshop.
- Experience using WordPress, email marketing platforms such as Campaign Monitor, and Microsoft PowerPoint across Mac and Windows environments.
- Strong photography, social media content creation and video editing skills, with a creative eye for visual storytelling.
- Excellent written communication, editing and proofreading skills, with meticulous attention to detail.
- Strong organisational and time management skills, with the ability to manage multiple projects and competing deadlines.
- A proactive, creative and adaptable approach, with initiative, sound judgement and the ability to work independently.
- Strong interpersonal and collaboration skills, with the confidence to engage staff, students and the wider school community.
- An understanding of brand consistency and the ability to work within established guidelines and creative direction.
- Experience in an education environment would be an advantage.