

Position Description

<i>Position</i>	MARKETING ASSISTANT - WEBSITE
<i>Date Written</i>	OCTOBER 2019
<i>Updated</i>	MAY 2021

1. POSITION PURPOSE

The Marketing Assistant – Website purpose is to support the Marketing officer through updating the SPK website in line with the website content plan.

2. KEY ATTRIBUTES OF THE ROLE

This role is suitable for someone who:

- Can communicate effectively with committee members/ teachers and external providers to collate the required information
- Is computer literate, basic programs/ skills required: Microsoft Office; Basic design or photo editing programs (eg. MS Paint, Canva, Illustrator, Powerpoint), Content Management Software (WIX), Google Analytics
- This role does not require attendance at CoM meetings

3. KEY RESPONSIBILITIES AND ACTIVITIES

Key Responsibility:	UPDATE THE CONTENT FOR THE WEBSITE
Activities <ul style="list-style-type: none"> ▪ Request content update from CoM & Teachers monthly ▪ Update monthly content sections in line with the content request responses plus refer to 2020 Content Plan if no response from teachers: <ul style="list-style-type: none"> • Artwork of the Month section • Upcoming Events section ▪ Support Artwork of the Month with a Skoolbag post ▪ Create one News Skoolbag post pushing parents to existing content on the website ▪ Manage the relationship with the hosting & domain providers ▪ Run a monthly Google Analytics report supported by topline commentary on key site 	