Kerikeri High School

JOB DESCRIPTION
Communications & Publications Coordinator

Responsible to: Finance & HR Manager and delegated Deputy Principal

Functional Relationships with: Principal, Senior Leadership, Leaders of Learning, Support Staff

Primary Purpose of Role: To provide effective communication to all staff, students and whānau in a relevant and timely manner.

Core Competencies:
- Confidentiality
- Supports and models the school's values at all times
- Supports the school's policies and procedures
- Works independently as required or collaboratively as a team member
- Participates in personal development
- Conveys information clearly, logically and accurately
- Writes accurately in appropriate manner so material is easily understood and presented to a high professional standard
- Consults/seeks assistance when necessary
- Actively builds positive and productive working relationships
- An ability to remain positive under pressure
- An ability to evaluate and prioritise tasks
- A can-do attitude with a demonstrated ability to show initiative

Key Tasks	Expected Results
Communication	
Coordinate the publication of Daily Notices and key school communications.	Daily notices and critical communications are published and distributed accurately by the established daily deadlines. Staff, students, and parents receive clear, concise, and up-to-date daily information, minimizing confusion or missed school events.
Maintain and regularly update the school website, ensuring information remains current, accessible, and engaging.	School website content (calendars, policies, contact info, announcements) is 100% accurate, up-to-date, and free of outdated material. The website is easy to navigate, visually appealing, fully accessible on mobile devices, and complies with modern accessibility standards.

Manage the school's social media presence, creating content that celebrates st Coordinate the publication of Daily Notices and key school communications.	Active social media channels with a regular posting schedule that consistently engages the school community. Social media content effectively showcases student successes, academic / sporting / cultural achievements, and school spirit, leading to high engagement rates (likes, shares, positive comments).
Attend and photograph school events, activities, performances, sports fixtures, and special occasions.	A well-organized, high-quality digital photo and media asset library covering key school events, sports fixtures, performances, and milestone occasions. Timely Media Turnaround: Event photos and highlights are edited and made available promptly after events for social media, newsletters, and promotional use.
Produce and coordinate regular school newsletters for parents, caregivers, and the wider community.	Newsletters are consistently produced and distributed according to the scheduled publishing calendar. High open/readership rates among parents and caregivers due to well-written, relevant, and visually attractive content.
Plan, coordinate, edit, and produce the annual school magazine.	Successful end-to-end planning, editing, design, and production of the annual school magazine delivered prior to the annual deadline and within budget. A polished, high-quality yearbook that accurately reflects the academic year, featuring contributions from all departments, teams, and year groups.
Develop engaging written, photographic, and visual content that reflects the school's values and strategic priorities.	High-quality text, photos, and visual graphics that actively reinforce the school's core values, culture, and strategic goals. A bank of reusable storytelling assets (articles, photos, graphics) ready for multi-channel distribution.
Support the promotion of school events, enrolments, programmes, and achievements through a range of communication channels.	Measurable promotion of school events, open days, enrolment periods, and special programmes leading to strong community participation and enrolment enquiries. Seamless, cross-channel communication campaigns (email, web, print, social media) that reach key prospective families and stakeholders.
Maintain a consistent and professional school brand across all publications and platforms.	Strict adherence to school visual identity guidelines (logos, fonts, colours, tone of voice) across all digital platforms, print materials, and official communications. All published materials are thoroughly proofread, error-free, visually cohesive, and maintain high professional standards.

2. Funding Applications	
Research, coordinate, and apply for regional funding grants as prioritized by Senior Leadership	Maintain a proactive calendar of regional funding opportunities and deadlines. Collaborate with Department Leaders to collate funding needs for Senior Leadership review and formal prioritisation. Ensure Board approval is obtained and submit online applications within deadlines with required quotations and professional, well-written supporting letters. Deligiently manage closure of successful applications to ensure 100% on-time compliance with funder requirements.
3. Other	
Relieve for other support workers and undertake other administrative duties as required	Ensure duties are performed in a friendly and efficient manner Ensure that all administrative duties, checks and documentation are completed to the required level of accuracy and meets all Kerikeri High School standards

This Job Description forms part of the Terms and Conditions of Employment and should be read in conjunction with the Employment Agreement referenced in the Offer of Appointment Letter.

Employee Name : _____

Employee Signature: _____ Date: _____