

MSCA seeks a passionate and skilled Digital Marketing Coordinator to work collaboratively with our Administrative Manager. Applicants should have experience in digital marketing and a keen eye for detail. This position offers flexible working hours and conditions, working from home.

POSITION:	<i>Digital Marketing Coordinator</i>
APPOINTMENT:	<i>Casual position paid hourly, starting July 2026</i>
TIME:	<i>Approximately 5-10 hours per week</i>
SALARY:	<i>Clerks Private Sector Award – Level 2</i>

JOB SPECIFICATION

Role Description:

The Digital Marketing Coordinator will be responsible for implementing, monitoring, updating, and analysing our digital marketing campaigns.

Reporting/Working Relationships:

Report to the Administrative Manager and liaise regularly with MSCA's Administrative Team and members of the MSCA Board.

Key Responsibilities:

- Outline, implement, and analyse digital marketing campaigns, including search engine optimisation (SEO) and search engine marketing (SEM), content marketing, email marketing, and social media marketing.
- Maintain and update Google Ads and Keywords.
- Assisting with the creation and maintenance of landing pages, as well as general website maintenance.
- Execute and monitor EDM campaigns.
- Segment and maintain database.
- Report on digital marketing campaigns and collaborate with other staff to maximise efficacy.
- Support MSCA's Administrative Manager with other tasks as needed.

Professional Responsibilities:

- Support and implement MSCA's Purpose, Mission, Vision and Values.
- Implement MSCA's policies and procedures.
- Support and implement MSCA's Strategic Goals.
- Promote the benefits and encourage membership of MSCA.
- Establish and maintain respectful, collaborative relationships with other staff, the MSCA board, stakeholders, and the public.
- Maintain confidence and act loyally.
- Understand and comply with relevant legislative, administrative, organisational, and professional requirements.

PERSON SPECIFICATION

Personal Skills and Abilities:

- Ability to work independently and collaboratively.
- Strong organisational skills, including the ability to manage multiple tasks and prioritise workload.
- Excellent interpersonal skills with a proven ability to communicate effectively in oral and written forms.
- A keen eye for detail and the ability to identify, analyse and solve problems.
- A personal philosophy that is in harmony with the Montessori philosophy and principles.
- A person of integrity who is respectful of all people.

Knowledge:

- Knowledge and a strong understanding of digital marketing are essential.
- High-level experience with the following is essential:
 - Website management.
 - Email marketing.
 - SEO, Google Ads/Keywords and other Google Marketing Tools.
- Knowledge and experience with HubSpot and WordPress are highly desirable.

APPLICATION INFORMATION

Please submit your CV and a brief statement about why you would like to work with MSCA and how you meet the Person Specifications outlined above. Please include two referees who can provide information relevant to the position advertised.

Applications should be submitted to admin@msca.edu.au.

Appointment of a successful applicant will be subject to a satisfactory screening and criminal history check.