



JOB TITLE : **Digital Communications Manager**

DEPARTMENT : **Institutional Advancement (IA) Office**

REPORTS TO : **Head of Communications**

POSITION PURPOSE: The Digital Communications Manager is responsible for executing Robert College's digital communications activities across all platforms, ensuring consistency with institutional standards, brand voice, and strategic direction. The role focuses on hands-on content creation, daily management of digital channels, and active support for both institutional communications and fundraising initiatives. Working in close collaboration with the Head of Communications, this position helps maintain RC's digital presence, engagement, and reputation across websites, social media, and related platforms. The Digital Communications Manager also contributes to the ongoing digital transformation of RCQ, the alumni magazine, supports its annual print edition, and assists with Institutional Advancement activities to strengthen alumni and donor engagement.

DUTIES AND RESPONSIBILITIES:

- Manage RC's institutional digital presence, including websites, social media platforms, and affiliated accounts, ensuring content reflects RC's standards, brand consistency, and witty voice.
- Carry out day-to-day operations and content creation across digital channels, producing engaging materials (narrative, graphics, photos, videos, messaging, etc.).
- Develop, maintain, and update content for RC's institutional websites, including the main school site, RCQ Digital, and the Giving website, ensuring accuracy, relevance, and audience engagement.
- Create communication materials, in-house or with vendors, including brochures, photography, and videos; produce and edit digital content for distribution across RC platforms such as the website, social media, and the Intranet.
- Plan and execute RC's social media presence by managing the content calendar, ensuring consistent, relevant, and on-brand communication in RC's witty voice; monitor and engage with online communities, acting as admin or moderator where needed.
- Support the digital transformation and ongoing development of RCQ, Robert College's alumni magazine, in collaboration with the Head of Communications, by assisting with content creation, updates, and platform improvements; contribute to the annual print edition by providing content, visuals, and digital assets.



- Support Institutional Advancement events and fundraising initiatives together with the Head of Communications and IA team, by being present on site, assisting with digital communications, and contributing to campaign and cultivation materials.
- Help improve donor engagement by suggesting and applying digital tools and projects that strengthen fundraising results.
- Monitor RC's and key stakeholders' digital presence, providing insights and supporting effective crisis management.
- Collaborate with staff, faculty, students, and campus groups (e.g., clubs, teams, and initiatives such as CTI) to create and support content for communication projects, ensuring alignment with best practices and digital trends.
- Ensure responsible use of data, following RC guidelines and policies, and report any concerns to relevant parties such as Child Protection Officers and/or the Social Media Response Team.

POSITION REQUIREMENTS

- Bachelor's degree in Communications, Media, Marketing, Digital Design, or a related field.
- Minimum 5 years of professional experience in digital communications, marketing, or a comparable field (experience in an educational or non-profit setting is preferred but not required).
- Demonstrated track record of creating and managing digital content across multiple platforms.
- Proven ability to balance creativity with accuracy, producing work that meets institutional standards and deadlines.
- Standard work hours are 09:00–17:00, Monday to Friday, with occasional evening or weekend coverage as needed.

SKILLS & KNOWLEDGE:

- Knowledge of and commitment to Robert College and its goals.
- Excellent verbal and written communication skills in both Turkish and English, with the ability to communicate clearly, directly, and empathetically across diverse audiences. Strong proofreading and editing skills.
- Proven experience in producing digital content and applying digital best practices; strong creative skills with a keen eye for detail in design, storytelling, and brand voice.



- Experience developing and managing campaigns across platforms such as Instagram, Facebook, LinkedIn, and X; familiarity with running digital marketing initiatives to enhance engagement.
- Hands-on experience in photography and image editing, as well as video production, including filming, editing, and publishing across digital platforms.
- Knowledge of software platforms and tools needed to produce professional work efficiently; ability to monitor, manage, and report on digital analytics and metrics to inform decision-making.
- Ability to establish and maintain effective working relationships with colleagues, consultants, alumni, donors, and other stakeholders; collaborative attitude with diplomacy, tact, and respect.
- Ability to manage multiple concurrent projects, deliver on time and within budget, and respond effectively to direction and feedback.
- Ability to maintain confidentiality, adhere to RC guidelines and policies, and ensure compliance with relevant Turkish (KVKK) and EU (GDPR) privacy laws.
- Ability to work both independently and as part of a team; willingness to work evenings and weekends as needed to support events and activities.