



FRIENDS' CENTRAL SCHOOL

Digital and Social Media Specialist

Friends' Central School, an independent, coeducational, Quaker day school founded in 1845 and serving about 800 students in Nursery through grade 12, seeks a Digital and Social Media Specialist. This is a full-time position beginning in August 2017. Candidates should have at least three years of related experience, as well as a bachelor's degree.

The Digital and Social Media Specialist is a full-time member of the communications team and reports to the Director of Strategic Initiatives and the Director of Communications. A successful candidate will have both a technical and strategic understanding of social media, strong video recording and editing capabilities, marketing experience, and most importantly, have an appetite for learning and excelling in a demanding environment. Strong interpersonal and communication skills and a collaborative work style are also essential.

Responsibilities include:

- Partnering to create and implement Friends' Central's social media strategy
- Tracking and assessing website, social media, and advertising successes and areas for improvement
- Creating video, photographic, and written content for multiple platforms, including School website, blogs, and social media platforms
- Creating and carrying out inbound marketing content and strategy
- Documenting and highlighting school events via photography, videography, social media, and news stories
- Organizing and uploading photo galleries
- Continuous improvement of website
- Remaining at the forefront of media strategy and web trends
- Web and social media marketing
- Event work
- Other duties as assigned

Qualities:

- Highly organized and detail oriented
- Ability to multi-task
- Strong writing skills
- Creative, with sense of design
- Eager to learn
- Collaborative team player
- Knowledge of and experience with content management systems

- Demonstrated experience with social media for institutions, analytics, and SEO
- Highly productive
- Flexible
- Institutionally focused and community oriented
- Willingness to work nights and weekends
- Knowledge of Adobe Suite, iMovie, FinalCut Pro, blogging, and database systems preferred

Interested candidates should send a resume and cover letter to communications@friendscentral.org.

Friends' Central School seeks candidates with a commitment to fostering an inclusive learning community who will address issues of diversity, as well as enhance the Philosophy of Inclusivity and Awareness articulated in our [Diversity Statement](#). For more information about Friends' Central, visit www.friendscentral.org.