

Position Opening:
Digital Content/Multimedia Specialist

Date Posted: September 2015

Start Date: Immediate

Description: 12-month, Full-Time, Non-Exempt

The Cambridge School of Weston seeks a Digital Content/Multimedia Specialist to manage the daily content posted across the full suite of digital assets for the school. This role is an opportunity to employ the most current social and digital media best practice in service of our educational mission, while deepening and expanding our engagement with a range of internal and external audiences.

Specific Responsibilities for This Position Include:

Websites

Manage both the internal myCSW portal and the external CSW website (www.csw.org). Specific tasks:

- Manage, in collaboration with Director and Associate Director, ongoing content creation, updates and general maintenance of [csw.org](http://www.csw.org), including but not limited to images, student/faculty/staff profiles, videos, school-wide and athletic calendars.
- Manage content creation, updates and some general maintenance on myCSW, particularly related to directories, calendars and resources.
- Oversee creation and distribution of weekly newsletter to current families, faculty/staff and trustees and monthly alumni newsletter.
- Coordinate with all school departments for annual site refresh for launch each September.
- Establish, track and regularly report on metrics for traffic, user engagement and calls to action.

Social Media

- Manage and coordinate, in collaboration with Director and Associate Director, all social media postings for CSW, including Facebook, Twitter, Instagram, Flickr, LinkedIn and YouTube.
- Curate content in collaboration with Academic Office and Dean of Faculty for student and faculty content; coordinate with Admissions, Development and Head's Office for Advancement content.
- Establish goals for user engagement and set standards for "best in class" content types.
- Establish, track and regularly report on overall traffic and user engagement.

Design

- Periodic creation of in-house performance collateral (e.g., Dance concert poster and program; Evening of the Arts poster and program) or coordination with outside design/print vendor.

Photography/Videography

- In coordination with Academic Office and Dean of Faculty, coordinate scheduling of filming/photography for students and faculty in classroom/class activities, including help with video or photography for blog posts.
- In coordination with Student Life and Residential Life, coordinate scheduling of filming/photography of student activities, dorm life, etc.

- Coverage of school events (Assembly, end of mod art show, student performances, games, etc.).
- Coordinate with professional photographers/videographers for larger events, such as Commencement, performances, speakers, etc. as necessary.
- Regularly scheduled digital archive management, including coding and filing.

Progressive Education Lab

- Design and interactive support for our Progressive Education Lab special initiative, including photography, profiles, orientation materials and other support as needed.

Skills and Qualifications:

- Bachelor of Arts degree or equivalent required
- 1-3 years professional experience as digital/social media content manager
- Expertise with full Adobe design/creative suite and Final Cut Pro or iMovie
- Strong knowledge of Macintosh operating system
- Experience with off-the-shelf CMS; familiarity with Blackbaud suite a plus.
- Photography and videography skills, including capture, editing and posting
- Expertise in using data capture and measurement tools (e.g., GoogleAnalytics, Adobe suite); prior experience with the HubSpot inbound marketing platform a plus.

In addition to these qualifications, our ideal candidate values collaboration among colleagues and with students in our vibrant, progressive school environment.

To Apply for This Position:

Please email a cover letter, resume, links to your portfolio of interactive or design work and contact information for three professional references to marcommsearch@csw.org. No phone calls please.

Deadline for Application:

Position will remain open until filled.

School Description:

The Cambridge School of Weston, founded in 1886, provides a progressive education that emphasizes deep learning, meaningful relationships and a dynamic program that inspires students to discover who they are and what their contribution is to their school, their community and the world. Located 12 miles from Boston, we are a day and boarding high school community of approximately 340 students. Our module system forms the basis of the educational program, allowing us to offer more than 300 classes. All classes meet for 75-to-90 minutes each day, taught over five-week modules. Our pedagogy advocates active, experiential learning within a curriculum designed to accommodate the interests and experiences of individual students. We welcome the perspectives of different ethnicities, races, classes, religions and sexual orientations that enhance our mutual understanding.

The Cambridge School of Weston does not discriminate on the basis of race, color, religious creed, retaliation, national origin, ancestry, sexual orientation, gender, gender identity/expression, disability, mental illness, genetics, choice of health insurance, marital status, age, veteran status, or any other basis prohibited under applicable law. We are an equal opportunity employer and we encourage candidates who will increase our diversity to apply.