

# Job Description:

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Position Title	Department	Reports to
Digital Marketing Associate/Web Manager	Marketing	Director of Marketing & Communications
Employment Status	FLSA Status	Effective Date
<input type="checkbox"/> Temporary <input checked="" type="checkbox"/> Full-Time <input type="checkbox"/> Part-Time	<input type="checkbox"/> Non-Exempt <input checked="" type="checkbox"/> Exempt	December 1, 2017

## **OVERVIEW OF WOODLAND SCHOOL**

Located just west of Stanford University, Woodland is an independent day school that offers a joyful approach to learning in a diverse and inclusive environment for approximately 300 students in early childhood through 8th-grade.

We believe that students learn to their potential when they are inspired. With rich content and an emphasis on student-driven projects, students are empowered and encouraged to be active and engaged learners. Our teachers provide an education that is both challenging and supportive. They work to ensure that students become active and curious learners – and are both local and global citizens fully prepared for future endeavors and challenges.

## **ESSENTIAL FUNCTIONS/ROLE AND RESPONSIBILITIES**

The Digital Marketing Associate/Web Manager reports to the Director of Communications/Marketing. This is a dynamic role with lots of room for ownership, growth, and creativity. S/he is charged to assist the director in daily activities including the following specific duties.

### **Digital Marketing Responsibilities**

- Work with Director of Marketing & Communications to implement the marketing strategy and manage a high quality web presence, including managing social media, review sites, Google AdWords, and managing the school’s website.
- Maintain the Woodland School public-facing website and password-protected portal, including calendar events, news, resources, forms, blogs, etc.
- Manage the day-to-day operation of the school’s website, ensuring the functionality, navigation, and overall performance to meet the needs of the school and end users.
- Regulate and manage access rights of different users.
- Help train faculty, administrators, departments, and other parties to create and maintain an online presence using the school’s web platform.
- Evaluate, recommend and implement new features, software, code and technologies to enhance the website.
- Perform testing and quality assurance of web site and web applications.
- Maintain relationships with 3<sup>rd</sup> party vendors of website technologies
- Support admin users with utilizing bulk email tool and other modules of the content management system
- Support parents and faculty with logins

- Other duties as assigned

### **MINIMUM QUALIFICATIONS (KNOWLEDGE, SKILLS, AND ABILITIES)**

We seek a dynamic individual who works collaboratively and creatively with colleagues. Candidates should be passionate about communications and marketing and the latest technologies and best practices to support marketing and communications. This candidate should be excited to work in a school community.

#### Knowledge/Skills/Abilities:

- Bachelor's degree
- Flexibility and a positive, “roll your sleeves up” attitude
- Familiarity with new and emerging media and their marketing use
- Strong interpersonal and collaboration skills with the ability to communicate effectively and respectfully with all constituents.
- Promotes the use of multiple methods in solving problems, identifying more efficient strategies and generalizing principles to a broad variety of applications.
- Demonstrated professional behavior, including discretion, judgment and integrity.
- Effectively interacts with a diverse population of students and faculty.
- All prospective employees must be able to clear a background check, LiveScan fingerprinting and TB screening.
- Strong verbal and written communication skills with a focus on customer service
- Experience implementing digital communication strategies
- Strong experience with Content Management Systems, such as Finalsite
- Strong Microsoft Excel and Microsoft Office skills
- Strong problem-solving skills
- Project management, organization and time-management skills
- Collaboration and interpersonal skills with a focus on customer service
- Strong attention to detail

### **BONUS POINTS**

There are a number of other skills you could bring to the table.

- Experience with Google Analytics a plus
- Basic knowledge of HTML and CSS a plus
- Online transaction processing and forms a plus.
- Basic understanding of DNS a plus
- Graphic design, layout and story-boarding skills a plus
- Experience in web design, website development, and best practices a plus
- Photography & Videography experience a plus
- Expertise in copywriting for the web a plus
- Experience working in a lean fast-paced environment a plus

### **PHYSICAL DEMANDS AND WORK ENVIRONMENT**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this position. Reasonable accommodations may be made.

- Specific vision abilities required by this job include close vision, color vision, and ability to adjust focus.
- Frequently required to sit; occasionally required to stand and walk

- Occasionally required to reach with hands and arms
- Frequently required to talk or hear
- Occasionally required to bend, twist, or climb.
- Moderate concentration/intensity, which includes prolonged mental effort with limited opportunity for breaks.
- Average memory, taking into consideration the amount and type of information.
- Moderate level of complexity for decision making. Average time pressure of decision making.
- The noise level in the work environment is usually moderate

### **HOW TO APPLY**

Candidates for this position should submit a cover letter, resume, and contact information for a minimum of three references. Please combine all documents into a single PDF and send to [HR@woodland-school.org](mailto:HR@woodland-school.org).

### **NOTE**

This job description in no way states or implies that these are the only duties to be performed by the employee(s) incumbent in this position. Employees will be required to follow any other job-related instructions and to perform any other job-related duties requested by any person authorized to give instructions or assignments. All duties and responsibilities are essential functions and requirements and are subject to possible modification to reasonably accommodate individuals with disabilities. To perform this job successfully, the incumbents will possess the skills, aptitudes, and abilities to perform each duty proficiently. Some requirements may exclude individuals who pose a direct threat or significant risk to the health or safety of themselves or others. The requirements listed in this document are the minimum levels of knowledge, skills, or abilities. This document does not create an employment contract, implied or otherwise, other than an “at will” relationship.

*Woodland School does not discriminate on the basis of race, color, religion, sex, sexual orientation, gender identity or national origin in the administration of its educational or admission policies, financial aid distribution, or other school programs. Woodland School is dedicated to the goal of building a culturally diverse and pluralistic faculty committed to teaching and working in a multicultural environment and strongly encourages applications from candidates who reflect such diversity.*

[www.woodland-school.org](http://www.woodland-school.org)