

# WESLEYAN

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# SCHOOL

## Digital Media Manager

*The Digital Media Manager works in the Office of Communications and reports directly to the Director of Communications. This individual is responsible for overseeing the creation and implementation of all web content (written & graphic), search engine marketing, managing social media properties, and reporting on web and social media metrics for Wesleyan School. This position requires creativity and the ability to work well with others in developing materials that support all school divisions in their online communications. The Digital Media Manager is an internal client-facing role and requires excellent client management skills.*

*This is a 12-month position.*

### Responsibilities:

- ❖ Generate, update, and oversee all content on the Wesleyan website, including text, graphic illustrations, and photographs.
- ❖ Work directly with internal clients on campus to proactively identify web content needs and make updates in a timely fashion.
- ❖ Train website managers throughout campus to properly use the site.
- ❖ Take photographs, as needed, for use on the website and on social media.
- ❖ Develop and maintain a social media content calendar for the school in general as well as select internal clients on campus.
- ❖ Manage coverage for events to be included on the website and/or social media posts. This may include attending school functions after school hours and on weekends.
- ❖ Monitor web, social, and search analytics and prepare reports as requested.
- ❖ Develop and execute a search engine marketing plan to ensure the school's website visibility is favorable for relevant search terms. This includes, but is not limited to, natural search engine optimization and paid search advertising.
- ❖ Create and launch communications to constituent groups as needed.
- ❖ Assist in managing community-wide communications including but not limited to writing, and proofreading, as needed. This could include emergency updates and other time-sensitive notifications that could occur outside regular working hours.
- ❖ Utilize a project management approach to managing the planning and fulfillment of internal client projects and use designated project management software as instructed.
- ❖ Serve as an active, contributing member of the client services team for internal clients on campus.
- ❖ Actively build ongoing, up-to-date, and relevant expertise of digital marketing trends and best practices for the education industry.
- ❖ Assist with the organization, writing, photography, and editing of the bi-annual Wesleyan Magazine.
- ❖ Aid the Communications staff in monitoring the school's editorial and graphic standards and policies ensuring that:
  - all school communications carrying the school name and logo make a positive contribution to the institution's image;
  - all school communications meet the high design and editorial standards expected of a quality, educational institution;
  - all school communications accurately reflect the character of the institution.

- ❖ Actively participate in the life of the school both during the school day and outside of normal school hours.

***Qualifications:***

Wesleyan School is seeking applicants with a bachelor's degree in a relevant content area, strong written, interpersonal, communication, leadership, and organizational skills and a strong Christian faith. This individual should be a team player who is proactive and able to initiate a dialogue on fresh ideas. The candidate should have a positive attitude and be encouraging to colleagues. Candidates should exhibit strong editing skills and have a keen eye for attention to detail. Knowledge of social media, web-based marketing, and digital photography is desirable.