

Digital Media Manager

Tampa, FL

As a key member of Berkeley's Advancement team reporting to the Director of Communications, the **Digital Media Manager** manages many aspects of Berkeley's extensive marketing and communication needs. We seek an energetic team member with a professional background in creating dynamic digital content, excellent written content and has a proven background for brand awareness using digital media and visual communication skills.

We are looking for a creative person who works well with other creative people to produce messaging that captures the attention of our audiences, keeps them engaged through innovative and timely correspondence, and understands and influences the analytics resulting from our communications and marketing efforts. In short, we need a great story teller who knows the best way to share that message.

Qualified Candidates will possess the following:

- Bachelor's degree in communications, marketing, advertising, journalism, graphic design, or related field
- Possession of creative flair, versatility, conceptual/visual ability and originality
- Ability to interact, communicate and present ideas
- Up to date with industry leading software and technologies
- Excellent oral and written communications skills
- Strong editing skills required
- Experience working within popular social media platforms
- Background in working in an education environment is preferred
- Strong planning, prioritizing, multi-tasking and organizational skills
- Ability to work well under pressure and within strict deadlines
- Ability to work flexible hours when required
- Positive, optimistic attitude and strong work ethic and initiative
- Professionalism regarding time, costs and deadlines

Position Responsibilities:

- Write and publish website (and print) content
- Strategize and create social media content and campaigns
- Produce dynamic digital content (including but not limited to video and presentations using Prezi, Keynote or PowerPoint)
- Manage online marketing techniques including Search Engine Optimization
- Analyze social media posts performance and suggest/apply new strategies as needed
- Publish e-newsletters, email push notifications and other important email announcements
- Work directly with vendors (photographers, designers, marketing firms, mail house, etc.) to manage projects and costs
- Work with the faculty, staff and coaches to produce, manage and brand various publications, social media news, and promotional materials
- Assist Director of Communications with brand management and guideline enforcement
- Other duties as assigned by the Director and Headmaster

Compensation and Benefits:

The appointment is a full-time, year-round, position with full benefits and the compensation package will be very competitive nationally and commensurate with experience, degree attainment and the national independent school and college markets.

Berkeley Preparatory School:

Founded in 1960, Berkeley Preparatory School is a co-educational, Episcopal affiliated, independent, college preparatory school with a current enrollment of 1,340 students in grades Pre-K through 12.

At Berkeley, we seek to educate the whole child by nurturing students' intellectual, emotional, spiritual and physical development so they may attain their highest potential. We are also committed to providing an inclusive and diverse learning environment that encourages values that recognize each student as a unique individual.

Berkeley is located on a beautiful and well-equipped 86-acre campus, consisting of 29 state-of-the-art buildings, and our proud mascot is the Buccaneer. Graduates are well-rounded individuals who have learned the core values of discipline, diligence and integrity and excelled in the academic, co-curricular and character realms.

Interested Persons Contact:

Heather Connolly
Hiring Manager
Berkeley Preparatory School
813-885-1673 x 2290
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All inquiries and nominations are kept confidential.

Berkeley Preparatory School does not discriminate on the basis of age, gender, religion, race, color, sexual orientation, gender identity, genetic information, disability, or national or ancestral origin in the administration of its educational policies, scholarship and loan programs, athletic and other School-administered programs, or in the administration of its hiring and employment practices. The above information on this description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities, and qualifications required of employees assigned to this job.