



JOB TITLE

Digital Designer/Communications Specialist

POSITION REPORTS TO

Chief Information Officer

Miami Country Day School seeks a Digital Designer/Communications Specialist Job Description. Miami Country Day School is a college preparatory learning community committed to educating the whole child. Through the core values of honor, respect, wisdom and compassion, we prepare students to be lifelong learners. We inspire our children to develop their intellectual, physical, aesthetic, social, emotional and spiritual potentials by valuing every student every day.

General Description

The Digital Designer/Communications Specialist is a key member of the overall digital engagement strategy for Miami Country Day School (MCDS). This position is responsible for providing digital design and editing services to the campus community, overseeing updates to web content, posting to and monitoring social media platforms, documenting daily activities related to MCDS, producing regular digital publications (both electronic and printed), and serving as a member of the school's branding team. This position will interact with students, parents, faculty, staff, alumni, donors, and other constituents. This position will report to the Chief Information Officer.

Essential Functions and Tasks:

- Provide digital design and editing services to the campus community
- Produce and create digital online and print solutions/campaigns including web pages and custom page layouts, email templates, reports, signage, banners, etc.
- Collaborate with departments to develop and maintain website content
- Ensure the consistency of brand identity in developed solutions
- Provide user-centered design expertise from concept to delivery
- Assist with the organization and distribution of digital communications to targeted constituent groups via communications plans
- Photograph and document activities around and related to campus activities and academics
- Monitor social media and external site mentions of the school and high-profile individuals
- Develop and maintain metrics/measures to monitor the success of digital solutions/campaigns
- Work closely with the Director of Communications and the school-wide branding committee to manage the school brand
- Work closely with the web platform administrator to ensure continuation of a stable production environment



Knowledge, Skills, and Physical Requirements:

- Attention to detail and consistency of practice.
- Bachelor's Degree in an appropriate field or four years of related experience in a non-profit environment.
- Experience designing front end user interface Web solutions using Adobe Creative Suite (i.e. Illustrator, Photoshop, Dreamweaver)
- Must know CSS, HTML, and have hands-on experience of content management systems.
- Experience creating style guides.
- Must be able to collect/understand requirements and design, explain, and negotiate feedback on wireframes and mockups
- Expert in user-centered design process, specifically related to accessibility and Web standards.
- Proven experience in handling relationships with employees, content administrators, stakeholders, IT teams and external agencies.
- Strong customer service, negotiation and influencing skills
- Experience in working with a variety of specialties and levels of experience.
- Experience with Blackbaud systems; specifically, onCampus and onMessage.
- Proficiency with Microsoft Office application suite.
- Digital photography experience.
- Independent project management skills.
- Ability to innovate and manage time efficiently.
- Ability to prioritize work over time and focus on results that are time sensitive.
- Ability to communicate efficiently and effectively in both written and spoken English

Physical Requirements

- Ability to lift equipment and materials weighing up to 50 pounds.
- Twist, turn and reach in completing a variety of job duties.
- Sit for long periods of time using computer/technology.
- Work in temperature controlled conditions for extended periods of time.
- Work in wide variety of environments as found in all areas of the school.
- Work in a fast-paced, stressful environment dealing with a wide variety of challenges, deadlines and a varied and diverse array of contacts.
- Works in varied and extreme weather conditions, including extreme heat.

If interested, please submit a cover letter and current resume to the Dean of Faculty, Ms. Ria Maxwell at maxwellr@miamicountryday.org.