



JOB TITLE: Website and Digital Content Coordinator
STATUS: Full-time, non-exempt
DEPARTMENT: Advancement

Job Description:

The Website and Digital Content Coordinator, a member of the Office of Advancement reporting to the Director of Marketing and Communications, is responsible for the maintenance and development of Cannon School's online presence. The Coordinator actively communicates and collaborates with key school divisions and departments whose content drives major portions of the website. This individual will be proactive in ensuring that the school, students, faculty, and staff are portrayed in a positive manner online and with consistency to the school's branding guidelines.

Responsibilities:

- Manage website using Whipple Hill's content management system to build pages, update pages, and maintain calendars, forms, directories, downloads, and password-protected portals for parents, faculty, staff, and trustees.
- Create and maintain a master calendar for updates to web content and social media posts.
- Engage in continual review, proofreading, and posting of content.
- In collaboration with Director of Marketing and Communications, maintain awareness of school activities and proactively seek out content for website and social media posts.
- Communicate and collaborate with key divisions and departments including Admission, Advancement, Head of School, Lower School, Middle School, Upper School, College Counseling, Arts, and Athletics to ensure content is accurate, current, and compelling.
- Continually assess and improve the look and navigation of the website. Translate written and multimedia content into visually appealing and intuitive layouts.
- Act as primary contact with Whipple Hill for support, design modifications, and upgrades.
- Act as primary contact with Information Technology to forward user inquiries, request support, and collaborate with troubleshooting as needed.
- Remain current with emerging marketing and communications technologies. Understand best practices by researching peer schools.
- Manage search engine optimization (SEO) tools and reports.
- Support production of electronic newsletters and communications.

Requirements:

- Bachelor's degree preferred.
- A minimum of two years' experience managing a website (building pages, updating pages, maintaining calendars, forms, downloads, etc.) using a content management system.
- Understanding of HTML, SEO, and Google Analytics.
- Strong proofreading skills.
- Ability to re-purpose written content for website, blogs, and social media channels.
- Working knowledge of Adobe Creative Suite for basic photo editing and design tasks.
- Commitment and flexibility in collaborating with campus partners.
- Highly organized, detail-oriented, and self-motivated with ability to meet multiple deadlines.
- Photography and videography skills are a plus.