



## Job Profile

Job Title:	Digital Media Associate
Department:	Marketing & Communications
Reports to:	Director of Strategic Marketing & Communications
Date:	11/10/20

### Job Status:

Exempt <input checked="" type="checkbox"/>	Non-Exempt <input type="checkbox"/>
Full-time <input checked="" type="checkbox"/>	Part-time <input type="checkbox"/>

### General Summary

*What is the primary purpose of this position?*

The Digital Media Associate at St. Francis Catholic High School is responsible for planning digital marketing campaigns, including web, SEO/SEM, email, social media and display advertising for the school. This position also maintains our social media presence across all digital channels and reports on the performance of all digital marketing campaigns. In addition, the Digital Media Associate is responsible for assisting departments with a variety of media and online strategies. The overall goal of this position is to assist in increasing interest and philanthropic support of the school, while enhancing engagement of current and prospective families, alumnae, and donors, and cultivating community awareness and involvement at St. Francis Catholic High School.

### Essential Responsibilities

*List all major job functions performed on a regular basis.*

***All areas of responsibility must be operated consistent with the Catholic mission of the school.***

- The primary developer of innovative, effective and comprehensive social media strategies and content that will reach and expand engagement of all constituencies of St. Francis Catholic High School.
- Schedules and manages content on all social media platforms. Works closely with department heads to plan and schedule social media for Arts and Advancement, and other departments as needed.
- Helps other school departments with focused pages (Athletics, Arts, Campus Ministry) as needed and to help maintain brand integrity across all SFHS-related sites.
- Manages all aspects of the St. Francis Catholic High School website, including but not limited to, schoolwide calendars, forms, events, banners, etc.
- Creates and manages forms as needed (Formstack, Google Forms, etc.).



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- Conducts an annual audit of the St. Francis Catholic High School website.
- Monitors Google Analytics and provides monthly reports to the executive staff.
- Works collaboratively with the communications and marketing team on the promotion of revenue-generating areas, such as Admissions, Advancement and Summer Programs and as needed for Arts and Athletics, in the development of print and electronic materials.
- Helps manage ticketing sites for school wide events.

### Job Specifications/Requirements

*List skills/experience required for adequate performance in this position. List preferred experience and skills, if any.*

Education:

Bachelor's degree in communications, social media marketing, or related field required.

Job experience:

One to three years professional experience in social media, marketing or communications.

Technical/Functional skills:

- A rock star in the areas of social media, online marketing, website and/or content management.
- Ability to think strategically about how the website and social media contribute to the overall marketing strategy for the organization.
- Knowledge of professional practices and current technologies for producing electronic publications, including emails (Mailchimp, website CMS) and maintaining an institution-wide website including layout, photos and graphic design capabilities.
- Project management skills that include the ability to effectively manage time, schedules and meet deadlines.
- Ability to work both independently and as part of a team.
- Proficiency in Adobe Creative Suite, G Suite and online forms. Experience with HTML a plus.
- Experience as a writer/editor preferred.