



POSITION TITLE: Assistant to Director of Communications and Marketing

SUPERVISOR'S TITLE: Director of Communications and Marketing

FLSA STATUS: Exempt

POSITION SUMMARY:

This position will assist the Director of Communications and Marketing with the day-to-day demands of school communication. Working closely with the Director, this person will create and share visual and written messages, including social media content, weekly newsletters, news posts/press releases, and other communication and advertising content.

QUALIFICATIONS AND EXPERIENCE:

High school diploma or equivalent required. A minimum of two years of experience and/or formal degree in journalism, communications, photography, public relations, marketing, or a related discipline. Please provide samples of work.

SKILLS:

- Excellent oral and written communication skills
- Advanced knowledge of social media platforms
- Strong photography, design, and technology skills
- Strong attention to detail with excellent organizational, research, and problem-solving skills
- Proficiency with Adobe Suite and/or other photography/design programs and tools
- Accuracy and concentration with the ability to meet tight deadlines
- Proven initiative and the desire to learn, grow, and adapt

MAJOR DUTIES AND RESPONSIBILITIES:

- Assist Director of Communications and Marketing with visual and written communications including weekly newsletters, news posts/press releases, and other communication and advertising content
- Prepare and post social media content and monitor comments, tags, and related accounts
- Serve as an athletics liaison for social media and school communication outlets
- Take high-quality photos and videos for print, digital, and social media use
- Monitor and approve spirit wear and serve as brand liaison for school organizations
- Create and manage high-quality content for campus digital displays
- Manage and organize photos and files
- Provide fact checking, editing, and proofreading support
- Cover some evening and weekend events as needed, including athletic and admissions events
- Assist with other marketing and communications duties as needed