



## Job Profile

Job Title:	Digital Media Strategist
Department:	Strategic Marketing and Communications
Reports to:	Director of Strategic Marketing and Communications
Date:	6/20/24

### 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 Strategist at St. Francis Catholic High School is primarily responsible for the creative visual storytelling of St. Francis Catholic High School and its students, staff, and faculty across all platforms. The person in this position leads and maintains our social media presence across all digital channels and regularly exercises discretion and independent judgment to develop innovative, effective, and comprehensive social media strategies for the school. This position analyzes and reports the performance of key digital and paid social campaigns to the Director of Strategic Marketing and Communications. Independently assessing the school calendar and determining the opportunities, the person in this position will build out a social media content calendar. In addition, this person is responsible for all other key digital marketing campaigns including web, email, and various display advertising internally and externally for the school. The person in this role collaborates with other departments across campus with a variety of marketing campaigns, and media and online strategies. The overall goal of this position is to assist in increasing interest and philanthropic support of the school while enhancing the engagement of current and prospective families, alumnae, and donors, and cultivating community awareness and involvement at St. Francis Catholic High School. As such, this position works regularly and closely with the Director of Advancement and Director of Enrollment Management. This is a full-time, exempt position.

### 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.**

- Works independently as 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 Executive Team members and other department heads to plan and schedule social media.
- Directly responsible for social media analytics, ensuring data accuracy and integrity, discerning data to inform and determine effective social media strategies.



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- Primary advisor to other school departments with focused web pages (Athletics, Arts, Campus Ministry) to ensure brand integrity is maintained across all St. Francis Catholic High School-related sites.
- Engages students in the processes of digital storytelling for St. Francis Catholic High School on student social platforms, TroubieTV, and other student-driven digital platforms.
- Oversees the production of compelling videos for various St. Francis Catholic High School platforms including social media, website, campaigns, and digital campus displays, with a particular focus on supporting the Advancement and Admissions Departments.
- Directly assists the Director of Strategic Marketing and Communications 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.
- Directly supervises student historians and student photographers in the maintenance of a media library.
- Commitment to fostering and supporting culturally competent and inclusive learning environments.

### 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:

Three to five years professional experience in social media, digital marketing, and/or communications.

Technical/Functional skills:

- Highly skilled in the areas of social media (Facebook, Instagram, YouTube, LinkedIn), 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 and G Suite. Experience with HTML and video editing/publishing software a plus.
- Experience as a writer/editor preferred.



## Job Profile

- Sensitivity to and understanding of the diverse academic, socioeconomic, cultural, disability, and ethnic backgrounds of high school students.

Employee Signature:

Date:

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Supervisor Signature:

Date:

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HR Signature:

Date:

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