

Job Description

Jackson Academy

Social Media and Content Specialist

The **Social Media and Content Specialist** is responsible for conveying the spirit of the Jackson Academy mission to students, parents, faculty, and the community through social and other communication channels. The position reports to the Director of Marketing & Communication and collaborates with a team that includes a graphic designer, a videographer, and other professionals.

Shift: Full time Monday through Friday 8 a.m. to 4:30 p.m. with occasional evening or weekend duties to cover an event. This is an on-campus position. This 12-month position receives school holidays, such as spring break, Christmas break, a reduced summer schedule, and other days off when school is not in session.

Experience, Knowledge, and Skills

Bachelor's degree in public relations, journalism, communications, marketing, or related field is required. Two or more years of experience in communications and/or a related field are preferred. Excellent writing, editing, and communication skills essential. Experience with photography, videography, photo and video editing software, website posting, and social media needed. The ideal candidate will exhibit an ability to organize work and meet deadlines, possess a high degree of accuracy and attention to detail, and be a collaborative, team player.

Specific Duties

Social Media:

- Maintain JA's primary Facebook account, posting daily
- Maintain JA's primary Instagram account, posting daily
- Post regularly on JA's main Twitter feed
- Share posts from other JA-associated social media accounts (i.e., athletics, arts)
- Establish Facebook Event pages as requested to publicize JA upcoming events
- Assist in the creation of Facebook and Instagram accounts for various school groups and monitor/administer those accounts as a backup to the group administrator
- Research new social media outlets as they develop and determine which can be useful for JA
- Work with faculty/staff on social media related issues

Publications/Content Creation:

- Develop stories for the weekly newsletter, the *Tuesday Raider*, including taking & selecting photographs, gathering information, writing copy, and editing
- Along with other staff members, write stories for the semiannual magazine, *True Blue*
- Proofread and edit copy from the marketing, development, and admissions offices or

other areas if requested

Photography/Videography:

- Photograph K3-12 events and school activities during the school day and occasionally in the evening
- Download all photos to a shared database into individually named folders for other team members to access. Maintain the database.
- Submit several photographs weekly to area newspapers, writing cutlines and identifying students
- Maintain and inventory equipment needed for the office including cameras and accessories
- Regularly communicate with each division regarding events that need to be publicized, and schedule photographs
- Video occasional school events, upload video, edit, and post online as requested
- Work with the director, school videographer, and other team members on larger videos, contributing concepts, scripts, and editing
- Assist with photographs and information needed for the development office including the magazine, brochures, and emails
- Stage photo shoots for school promotion, magazine, advertisements, as requested
- Collaborate with sponsors and students for student publications, such as the yearbook, newspaper, and athletic programs

Website:

- Along with other team members, post updates to the website
- Participate in redesign projects of the website
- Troubleshoot website issues when requested
- Along with other team members, select photography for the website

Media:

- Obtain and publicize quarterly honor rolls
- Facilitate three to four cover photos per year for area publications
- Along with the director, submit press releases for school events to local print, television, and radio contacts

Apply:

Resumes and references may be submitted to communications@jacksonacademy.org.