**Digital Media Specialist**

**OBJECTIVE**

Advance the mission of St. Louis University High School and its strategic priorities by engaging and inspiring key audiences through an authentic, creative, student-centric approach to storytelling across digital media.

**RESPONSIBILITIES**

**Digital Content Development / Storytelling**

* Utilize best practices to develop fresh, compelling content via a variety of mediums, including but not limited to video, social media and website; strengthen storytelling approach for alumni, donor and campaign communications; achieve goals for content production while reinforcing strategic priorities and brand strategy.

**SLUH Media / Student-Centric Storytelling**

* Drive an authentic, student-centric storytelling approach by moderating the SLUH Media student group; provide mentoring and coaching for students on creative digital media projects; liaise, on behalf of SLUH Media, with alumni experts to enhance the creative and production process for students.

**Strategic Marketing and Impact Communication**

* Research and implement best practices for campaign marketing and engaging, interactive content in support of the goals of the Advancement Department; develop marketing materials for ‘mini’ campaigns in collaboration with Campaign Coordinator.

**REQUIRED SKILLS/ABILITIES**

* Strong working knowledge of video production, social media and website management
* Portfolio showcasing samples of creative work
* Excellent written and verbal communication skills; detail-oriented with a commitment to accuracy
* Excellent computer skills required; design experience and proficiency in Adobe Creative Cloud preferred; strong photography and video editing skills preferred
* Openness to think outside the box
* High levels of character, competence and creativity
* Commitment to the mission of Jesuit, Catholic education
* Experience working with high school students to generate digital content preferred

**EDUCATION AND EXPERIENCE**

* Two plus years of experience with Bachelor's degree, preferably in Communications or related field (Public Relations, Education, Marketing, Journalism, Video Production)

**ORGANIZATIONAL STRUCTURE**

The Digital Media Specialist reports directly to and is evaluated annually by the Director of Communications. This is an exempt position and at times requires working evenings, weekends and occasional travel.