**POSITION DESCRIPTION**

|  |  |  |  |
| --- | --- | --- | --- |
| **JOB TITLE:**  | Communications & Content Manager  | **DATE:**  | July 2021 |
| **DEPARTMENT:**  | Advancement  | **APPROVED BY:**  | Human Resources |
| **REPORTS TO:**  | Vice President for Advancement | **CLASSIFICATION:**  | Exempt  |
| **WORK SCHEDULE**  | This regular full-time position works year around (12 months). The work is typically performed on campus. ­The nature of the duties may require occasional night and/or weekend events/work which may lengthen or shorten each work day individually.  |

**Position Summary**

The Communications & Content Manager will work closely with the Vice President to implement all aspects of marketing and communications including content development and execution across all media (press, web, email, social, digital, events, print) both for internal and external audiences. In addition, this position will support development; raise the organization’s profile and reputation; and help enhance the visibility and philanthropic culture of Loyola High School.

**Essential Functions**

In this role the CCM will support the Vice President with the overall development, planning and management of Loyola High School communications and platforms across all pillars:

* Work closely with Vice President to implement all branding and marketing communication strategies to ensure style continuity within and outside the school
* Copy writing and copy editing for both print and online content from approved brand messaging and other sources provided by Vice President
* Create and publish engaging content
* Building and growing social media presence (Facebook, Instagram, Twitter, YouTube, etc.)
* Email newsletters & Wordpress
* Collaborate with designer on marketing materials
* Collaborate with Vice President on video content
* Update website with new content according to established formats
* Develop and enhance web and social media content
* Publish and Edit video content on various online platforms including YouTube and Vimeo.
* Simple manipulation of photos and videos for publishing (cropping, sizing, etc.)
* Monitor web analytics to ascertain content engagement levels.
* Manage content across multiple platforms including social media and school website
* Collaborate with marketing and design teams to plan and develop site content, style and layout
* Develop a keen understanding of the customer experience, researching and analyzing user experience data and analytics to identify and quantify opportunity areas
* Develop new website landing pages, layout and designs to improve user engagement and retention
* Maintain and update existing website content to ensure it is always up to date
* Understand and develop website API integrations from various data sources
* Other duties as required

**Education, Specific Knowledge, Skills and Abilities:**

* Bachelor's degree in communications, journalism, English or related field. Master’s degree highly desirable.
* 3-4 years’ agency or related experience or in a similar role.
* Highly computer literate, possessing basic knowledge of HTML and web publishing
* Knowledge of SEO and web traffic metrics
* Working knowledge of Adobe Photoshop, Illustrator, Acrobat & Dreamweaver, Flash, HTML, CSS & XML
* Working level of project management tools including JIRA & Basecamp, etc.
* Proven experience as a content manager
* Proficiency with relevant and popular content management systems.
* Significant interest & experience with social media management and advertising.
* Design and creative writing skills sufficient to develop original content for print and media platforms.
* Demonstrated leadership skills, ability to lead and motivate others and show concern for people and our community
* Creative, strategic and well-organized mindset with great problem-solving abilities
* A “self-starter” with demonstrated organizational excellence in handling, directing, and prioritizing multiple assignments/projects with a keen attention to detail
* Superior interpersonal skills.
* Excellent written/verbal communication skills
* Flexible and adaptable to last minute changes under tight deadlines.