



## Job Description

**Job Title:** Social Media Coordinator  
**Reports to:** Head of School  
**Department:** Operations  
**Position Type:** Full-Time

**Work Hours:** 7:30 – 4:00 (M – F)  
Flexibility in hours for Evening events and  
Weekend events

### Job Overview:

Social media coordinator/school photographer will maintain the Academy's online network and capture school events and achievements in photos and videos.

### Responsibilities and Duties:

- Develop innovative and creative media content across social media platforms
- Attend and photograph events as needed. Will include evening and weekend coverage
- Secures and coordinates volunteer coverage such as yearbook members at events
- Organize photos and media content in a timely manner
- Report to and collaborates with Public Relations Director on graphic designs and web content to ensure a cohesive social media identity
- Propose creative strategy in collaboration with Public Relations Director
- Collaborates and assists Public Relations Director on media content for weekly newsletter and social media campaigns
- Create and maintain relevant social media accounts
- Setup daily tasks and activity for all social media outlets and online networks
- Keep track of social media trends and competition
- Able to make creative suggestions in the interest of the organization
- Deliver monthly reports with statistics and results for each account
- Make creative suggestions in the best interest of the organization
- Reply to all Google Reviews and all social media reviews (good and bad) in a timely manner
- Update front display cases monthly, or as needed

### Qualifications:

- Degree in and/or proven knowledge of New Media
- Understanding of the concept behind the Academy's visual identity
- Learns quickly and able to change in fast paced environment
- Knows how to successfully operate a camera and video camera
- Proficient Photography Skills
- Intermediate PhotoShop Skills
- A willingness to learn new photography techniques
- Experience with Microsoft Office Suite
- Excellent written communication skills with emphasis on proofreading and grammar excellence
- On time and prepared
- Passion for Academy's mission and understanding of our vision