

DIGITAL MARKETING SPECIALIST

We are looking for a talented digital marketing specialist to create and maintain a strong online presence for Edgewood High School. This person should have the ability to combine creative communication skills and technical savviness. This role implements online marketing strategies through the web, social media and email. If you are a tech-savvy professional with an interest in marketing and communicating through online channels, we would like to meet you!

Job Responsibilities:

Web content manager. In conjunction with marketing manager, write and edit content for the school's website, monitor the site's traffic, report on analytics, make recommendations and research new technology to implement on the site.

Email marketing manager. Lead email marketing strategies by running email marketing campaigns from beginning to end. Work with various departments, marketing manager and graphic designer on crafting messaging and creating visuals for emails and e-newsletters, adhering to brand identity.

Social Media Manager. Build and implement social media presence. Research topics, relay important information, and build a community through social media. Ensure communication is two-way by responding to questions and requests. Engage with students and faculty on providing stories on platforms. Research new social media outlets and make recommendations.

Oversee Lead Generation. Plan, oversee, and execute recruitment of prospective families using online acquisition systems.

Analyze Trends. Stay informed and aware of latest developments in technology.

Report Analytics. Monitor the results of marketing efforts and report successes/shortcomings.

Skills:

Website management. Strong understanding of CMS and website management. HTML and CSS skills preferred.

Social media. Familiar with the most current social media platforms and their effectiveness in promoting.

Design. Adobe Suite experience preferred.

Communication skills. Ability to create strong, brand-focused copy to reinforce the school's mission. Writing and editing skills are required.

Analytical skills. Ability to quantify and analyze results and make recommendations on ways to improve. Versed in SEO/SEM.

Email marketing campaign software (MailChimp, Constant Contact).

Writing and editing. Strong knowledge of writing for marketing purposes, using key messaging and corresponding visuals.

Experience:

Bachelor's degree in communications, marketing, business or a related field.

Two years' experience working in digital marketing required.

Demonstrable experience with SEO/SEM, HTML, social media and email marketing.

Solid knowledge of website analytics tools, such as Google Analytics.

Writing and editing skills.

Adaptability in ever-changing digital space