



<b>TITLE</b>	<b>Digital and Social Media Manager</b>
<b>REPORT TO</b>	Director of Admission and Marketing
<b>LOCATION</b>	Ashbury Campus, 755 Ashbury Street, San Francisco 94117
<b>TYPE OF POSITION</b>	Full-Time, Exempt, <b>open until filled</b>

## OVERVIEW

The **Digital and Social Media Manager** is essential to the school's effort to positively engage internal and external audiences. The Digital and Social Media Manager will manage, organize, and prioritize multiple content projects at a time.

The successful candidate should have demonstrated experience creating results-oriented communications materials, under tight deadlines, while maintaining exceptional quality and attention to detail. The position requires excellent written and interpersonal communication skills, the ability to work both independently and in a team.

The Digital and Social Media Manager reports to the Director of Admissions, Communication and Marketing, as well as the school leadership to develop internal and external communications, raise visibility and awareness while promoting the institutional identity and the institution's key messages to strengthen retention.

This position is part of a vibrant Admissions, Communication and Marketing Office and is expected to employ a collaborative, service-oriented approach in developing and implementing communication strategies to promote student, parent, teacher, staff and overall community engagement. Every LFSF staff member is expected to promote the school's mission and vision and to advance the central values of the school.

Located in San Francisco, LFSF is a French Immersion, independent, co-educational, college preparatory day school of 985 students in grades preK-12. For more information about our school, please visit: [www.lelycee.org](http://www.lelycee.org)

Comprehensive and generous benefits package: medical and dental insurances, vacation, ...

## RESPONSIBILITIES

Responsibilities include but not limited to:

### Strategy and Branding

- Implement and support strategies to enhance internal communications and build external audience.
- Promote the school's mission and vision in messages designed to promote school's programs and events.
- Ensure that the visual identity of the school is well executed in all productions, either for print or online.

### Communication and marketing

Collaborate and support communication team's effort in

- Generating recurring, accurate and engaging e-communications: website posts, social media posts...
- Monitoring extensive bilingual website content.
- Create inspiring videos, photography and other visuals to support and enhance messages and adequately manage them within libraries.
- Cover selected school events – photos, filming, live coverage.
- Work with third party photographers, writers, translators, and printers as needed.

### Administrative support

- Support team with purchasing and accounting.
- Provide team with analytic reports from various platforms.

## **CREDENTIALS – EXPERIENCE**

Credentials:

- Bachelor's degree from an accredited university in communications, journalism, marketing, graphic design or a related discipline.

Experience:

- 3-5 years' experience preferably in marketing or communications

Language:

- Languages: Ideally bilingual English and French or comprehension in French preferred.

Technology:

- Experience with CMS websites
- Demonstrated experience with strategic use of social media and best practices in e-communication for schools
- Strong sense of design and communications strategy. Demonstrated experience with Adobe Creative Suite.

## **PERSONAL SKILLS**

- Enjoys and excels in storytelling and writing.
- Accuracy and attention to detail.
- Ability to build and maintain constructive relationships with key internal and external stakeholders.
- Strong interpersonal and human relations skills. Ability to work as a member of a team
- Experience working in an independent school or university setting a plus.
- Ability to prioritize and handle multiple tasks.

\* This position requires traveling to our 3 campuses and occasional evening and weekend work.

*The list of responsibilities is given for informational purposes only and is not meant to be exhaustive. It may be subject to change in order to meet the evolving needs of the organization.*

Interested candidates should apply via the school website: <https://www.lelycee.org/about/jobs>

LFSF is an Equal Opportunity Employer : those who would add to the diversity of our staff are strongly encouraged to apply.