

LINCOLN SCHOOL

P R O V I D E N C E

Digital Marketing & Content Associate

Lincoln School in Providence, RI, the country's only all-girls school based on Quaker values for students infant–Grade 12, is looking for a full-time Digital Marketing & Content Associate to help promote, and communicate directly with, the school and its community. Lincoln School values working with a diverse faculty and staff and seeks applications from individuals who share our commitment to educating girls to fearlessly embrace the opportunities and responsibilities of full citizenship in a complex world.

The Digital Marketing & Content Associate will report to the Director of Marketing & Communication. This position will help to drive website and digital efforts and internal and external communication strategies in order to promote enrollment goals. This is an integral, cross-functional role that will work closely with the Admission team to drive inquiries, increase retention, and promote brand awareness through comprehensive multimedia storytelling and related initiatives.

A mix of systems expertise and marketing acumen is needed for this role.

Duties will include:

- Strategizing to position Lincoln in the digital realm in ways that align with key priorities and institutional goals
- Management of lincolnschool.org's front- and back-end systems, Lincoln School's central marketing and admission tool
- Creating a dynamic, streamlined, and thoughtful digital experience for prospective students, families, and employees
- Implementing website best practices including SEO, responsive design, and personalization
- Writing web content including page copy, blogs, headlines, and more
- Film and edit videos, create graphics, and shoot and polish photography
- Regular creation and implementation of digital assets to support advertising strategies and website content
- Writing, editing, and sending emails to as few as two and as many as 10,000 recipients
- Working closely with the admission team on a wide range of other enrollment, engagement, and retention initiatives
- Other duties as assigned

The ideal candidate will have:

- A strong work ethic and a commitment to Lincoln's mission to provide best-in-class education for girls and young women
- A willingness to embrace and uphold Lincoln's values of equity, inclusion, and community, and engage in the school's ongoing anti-racist work
- A deep understanding of best practices in website architecture, SEO, metadata, tagging, etc.

- The ability to write and edit web content with superior attention to detail and a firm grasp of style guidelines
- A great visual eye used to capture and create compelling videos, images, and content
- Strong storytelling skills and the ability to focus on both details and the bigger picture
- Comfort working with back-end systems (familiarity with Finalsite and Veracross a plus)
- Basic to moderate understanding of and fluency in HTML
- Photoshop and InDesign skills, or the equivalent
- Ability to prioritize constantly with shifting needs and demands
- A positive attitude with a willingness to laugh and contribute to a dedicated team
- Experience in education preferred, particularly in educational marketing or admission

How to Apply:

Interested candidates should send a cover letter and resume to Julie Stafford, Human Resources Manager at jstafford@lincolnschool.org.

More information about Lincoln School can be found on our website at www.lincolnschool.org.

Lincoln School is an Equal Opportunity/Affirmative Action Employer. Members of groups historically underrepresented in independent schools are strongly encouraged to apply.