

# THE BENJAMIN SCHOOL

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**Position Title:** Digital Media Coordinator  
**FLSA Classification:** Non-Exempt  
**Date Modified:** April 8, 2022  
**Reports to:** Director of Communications

**Position Summary:** The digital media coordinator is responsible for maintaining and updating the school's digital media assets and assisting with electronic communications. The digital media coordinator works closely with the Communications team and serves the website and mass email needs of the entire school.

**Key Expectations of all TBS employees:**

- Demonstrates support of the school's mission and policies
- Consistently models The Benjamin School values
- Builds positive interpersonal relationships with colleagues by establishing effective communication through listening, responsiveness, openness, availability, and approachability
- Takes initiative and ownership in displaying positive work ethic and behaviors and encourages this attitude in others
- Maintains proficiency in the field through personal and professional development that strengthens the role and the school

**Essential Functions**

- Manage school website
- Design and create web pages and templates and coordinate implementation with various school entities
- Communicate directly with web hosting company on any technical issues
- Work with the school's Chief Technology Officer to coordinate implementation of website integration with other online modules, such as database, faculty access, classrooms for students and parents, business office, etc
- Create, review and publish information and multimedia for the School Administration, Benjamin Parent Association (BPA), Summer Program Director, College Counseling Director, and other faculty/staff members
- Direct user security assignments to specific website access, such as sending email, maintaining web pages, etc
- Work with Special Events Manager to create, maintain and integrate all online calendars
- Create and maintain a variety of e-notification templates. Train and assist staff to send e-notifications
- Work with school database administrators to maintain accurate data to be used in online constituent directories and e-notification recipient lists
- Create constituent lists and distribution groups to be used in online directories and e-notifications

- Send all-school e-notifications as needed
- Create and maintain a variety of online forms and direct submissions to proper school recipients. Work with the Business Office to coordinate Merchant Services activity in regard to online forms
- Attend school functions, take photographs and videos for online publication
- Manage digital assets including photos and videos
- Edit photos and videos
- Create video content for web and social media
- Manage all-school social media accounts currently including Facebook, Instagram, Twitter, YouTube, and LinkedIn
- Produce monthly activity reports for website activity and e-notification opens
- Back-up to the receptionist and manage front desk coverage
- Complete all work and assigned tasks in a timely, efficient, accurate, and organized manner
- Perform other duties as assigned

**Required Skills and Abilities:**

- Exceptional verbal and written communication skills
- Excellent organizational skills and attention to detail; ability to prioritize and work independently and address several challenges simultaneously
- Basic html knowledge
- Ability to shoot and edit photos and videos in various suites
- Possession of pleasant and collaborative style in the workplace including professional attitude
- Ability to communicate effectively with all constituents in a school environment
- Well versed in technology, various software suites and office equipment related to the position
- Ability to maintain confidential information

**Education and Experience:**

- Bachelor's Degree required and 3 years of experience

**Physical and Work Requirements:**

- Prolonged periods of time sitting at a desk and working on a computer
- Occasional movement about the office and lift and/or move up to 15 pounds
- Ability to work in excess of 8 hours a day, as well as evening and weekend hours as necessary for events and projects
- Travel required for meetings, events, professional development

Reasonable accommodations will be made to enable individuals with disabilities to perform these essential functions.

Email resume and letter of interest to [communications@thebenjaminschool.org](mailto:communications@thebenjaminschool.org). No telephone inquiries, please.