



Mission Statement

Canterbury School of Florida educates and nurtures the whole child in mind, body, and spirit in preparation for college and an honorable life as a responsible steward of our world.

Marketing and Social Media Associate

Part-Time Effective July 1, 2022

12-month position at 20 hours a week with some required evening and weekend assignments.

The part-time **Marketing and Social Media Associate** reports to the Director of Enrollment Management. Key responsibilities include managing content creation and strategy for social media accounts and blogs as well as graphic design work at the direction of members of the Internal Executive/Marketing Committee.

Responsibilities:

- Create, edit & collect engaging content in text, image, and video format for all Canterbury social media platforms.
- Cover assigned events and activities as delegated by Campus Heads weekly
- Follow appropriate guidelines for posting - utilizing a shared calendaring process and a defined schedule.
- Manage comments and interactions associated with all media sites and accounts, facilitate conversations, and respond to any questions.
- Design engaging graphic content for school events, campaigns, and initiatives, ensuring all elements are consistent with brand guidelines and messages.
- Write SEO optimized blogs on a quarterly/monthly basis for website and social media content.
- Collaborate with the Technology Department and marketing firm on current best practices, strategies, and technologies for each social media platform, including but not limited to cultural, political and religious sensitivities.
- Other duties as assigned.

Requirements:

- Strong creative skills
- Ability to develop, capture & edit content, including text, image, and video

- Graphic design experience, including knowledge of relevant software (indesign, photoshop, canva, etc.)
- Ability to create engaging written content for blogs and website in alignment with the School's brand and messaging
- Understanding of SEO and ability to strategically optimize content for engagement and inquiry conversion
- Ability to work flexible hours to capture content for programs and events on nights and some weekends
- Ability to multitask and work independently
- Excellent communication skills
- Excellent time-management and organizational skills

Experience:

- Associates or Bachelor's degree in Graphic Design preferred
- 1-2 years graphic design experience working with social media platforms and/or website content creation