



Marketing, Communications, and Alumni Project Manager

The Marketing, Communications, and Alumni Project Manager reports to the Assistant Director of Admissions & Marketing and provides general support for the Admissions, Communications, and Advancement Departments. This position requires a bachelor's degree and at least 2 years of related experience as well strong working knowledge of Adobe products, InDesign, Photoshop, DC, all MS Office tools, social media as well as design and marketing skills.

Social Media Management

- Create and maintain platform specific content on all social media sites including but not limited to: Instagram, Facebook, LinkedIn. Maintain a productive posting schedule focused on user engagement
- Work closely with marketing team to develop social media campaigns to achieve marketing goals
- Keep updated on social media trends and develop periodic reports on these trends.
- Monitor social media accounts and offer constructive interaction with users
- Suggest and implement new features to develop brand awareness, like promotions and competitions
- Communicate with followers, respond to queries in a timely manner and monitor customer reviews

Communications Creation

- Create and distribute weekly divisional communication
- Design and create all school messages in order to maintain consistency in the CSN brand
- Quarterly magazine "Chronicle": Organize and coordinate text & photographs for designated stories

Marketing and Graphic Design

- Work closely with the Advancement Department to create marketing material & advertisements
- Work closely with the Admissions Department to create Admissions marketing material & advertisements
- Create videos to help market the school when requested

Alumni Relations

- Develop and maintain a wide variety of ways to communicate with all alumni
- Working with the Director and Assistant Director, develop an Alumni engagement strategic plan.
- Develop and implement a program to educate current students about alumni relations

Student Engagement Support

- Engage student club leaders for communication and marketing purposes

Compensation and Benefits

This year-round position will be provided compensation commensurate with qualifications. All employees are eligible to participate in CSN's generous 403(b) retirement program as well as Aflac, Legal & ID Shield and Pet Insurance offerings. Full time employees are eligible for our competitive benefits package, including medical, dental, vision, disability, AD&D and life insurance. Breakfast and lunch are provided free of charge on all school days. Please visit our website for more details about the benefits of a career at CSN.

Applying

Please submit your online applications here: <https://communityschoolnaples.tedk12.com/hire/index.aspx>

Hard copies, e-mails and faxes will not be recorded or stored. The online application includes features to attach your cover letter, resume, reference letters, educational and any other supporting documents.

If needed, supporting documents may be emailed to dpainter@communityschoolnaples.org.

- **Community School of Naples is an Equal Opportunity Employer.**
- **Fingerprinting/background checks are a required in CSN's employment eligibility process.**