



MARIANAPOLIS PREPARATORY SCHOOL

Content Specialist:

The Content Specialist is responsible for developing and implementing a strategic direction for Marianapolis as it relates to written communications by researching emerging trends and identifying the needs of the School. As a member of the Communications Department, this position works closely with the team to communicate the mission of the School both internally and externally.

Duties and Responsibilities:

- Serve as principal writer and editor for all school communications including the website, press releases, the bi-annual magazine, and other publications.
- Oversees the School's social media presence by monitoring all accounts associated with the School. Develops content, and generates analytics in order to maintain an active presence on the School's official social media accounts.
- Assist in development and execution of social networking tools and strategies in the School's outreach efforts.
- Assists in annual fund appeal strategy and develops content for appeals.
- Direct content strategy and production of videos and photography for several functional areas.
- Work with staff colleagues to create and enhance webpages within the School's website, including the management of web photo and multi-media galleries.
- Maintain brand stewardship to ensure that the Marianapolis visual identity, style guide, and brand voice are consistently and strategically applied in all marketing materials and media channels. Serve as an advocate for the proper management of the Marianapolis brands across the School's various programs, academic departments, and centers.
- Flexibility to work the occasional night/weekend.

Requirements:

- Bachelor's Degree in Communications, Journalism, English, or related field.
- Excellent written and interpersonal communication skills; ability to work effectively with many constituencies (faculty, students, parents, alumni).
- Experience with social media management.
- Creativity and the capacity to develop original content.

Please send a cover letter, resume and sample(s) of past work to rrogers@marianapolis.org.

At Marianapolis Preparatory School, all persons shall have the opportunity to be considered for employment without regard for race, religion, natural origin or ancestry, citizenship, age, disability, marital status, sex, sexual orientation, or any other category protected by state or federal law. The School does not discriminate on the basis of race, religion, national or ethnic origin, citizenship, age, disability, marital status, sex, sexual orientation, or any other category protected by state or federal law in the administration of employment practices or procedures, promotion, or application of employee policies and benefits.