



## PORTSMOUTH ABBEY SCHOOL

**Title:** Part-time Writer/Content Specialist  
**Department(s):** Communications  
**Reports to:** Director of Marketing and Communications  
**FLSA Status:** Part-time (20-25 hours per week), Staff

### **About Portsmouth Abbey School**

Portsmouth Abbey School is a coeducational Catholic boarding and day school for students in grades 9 through 12. Founded in 1926 by the English Benedictine Congregation, the School is located on a 525-acre campus along Rhode Island's Narragansett Bay, less than 30 minutes south of Providence and 20 minutes from Newport. Portsmouth Abbey combines a classical education in the Catholic intellectual tradition with Benedictine values. With 350 students, the School believes that the love of learning leads to the desire for God, and that the quest for intellectual understanding propels students to the search for ultimate meaning. The School is known for encouraging students to engage passionately in academic and intellectual pursuits, innovative electives and extensive opportunities in athletics and the performing and visual arts as well as a commitment to service and a focus on things that matter. Students are inspired to become the next generation's leaders, stewards, innovators and problem solvers all the while grounded in Benedictine values of love of God and neighbor, humility, hospitality and a desire to serve the common good.

### **Job summary:**

Portsmouth Abbey School seeks a part-time writer/ content specialist to aid in content creation for our brand. This position promotes the School's reputation, faculty accomplishments, student achievements and other institutional messaging through content distributed via websites, social media, newsletters, collateral materials, and other publications. Eligible candidates will show a keen eye for detail, be highly creative, and be able to demonstrate proven experience in writing and storytelling for a variety of audiences. Knowledge of media relations, consumer and content trends across social media platforms, and experience with social media campaigns is also critical to success in this role.

### **Essential Duties and Responsibilities:**

- Work with the Office of Communications and Marketing to ideate and define content goals.
- Create original content, edit copy submitted by academic and administrative departments, and write or proofread material to maintain effective and timely communications consistent with the School's brand and messaging platforms. Proofread and edit content before publishing.
- Publish content for various platforms, including the School website, press, social media, and print and electronic publications, and ensure all content published is accurate, in keeping with brand positioning, and coordinated with appropriate departments within the Portsmouth Abbey community.
- Implement content strategies to reach the School's desired target audiences effectively.
- Ensure consistency between digital and print materials regarding messaging and strategic content.
- Research and stay updated with consumer trends to ensure relevant and appealing content, and track analytics to generate reports and presentations.
- Ensure that SEO and SMO strategies are effectively implemented.
- Manage content calendar and ensure that the content remains optimized across all platforms.
- Track consumer and content analytics to generate reports and presentations.
- Keep up to date with trends, consumer preferences, and technological advancements.



## P O R T S M O U T H   A B B E Y   S C H O O L

### **Required Education and Experience**

- Bachelor's degree in literature, journalism, marketing, communications, or similar.
- Solid experience in content creation for marketing and communications with a published work portfolio that includes samples from multiple content platforms.
- Excellent written and verbal communication skills. Knowledge of AP Style is a plus.
- Strong organizational skills and ability to work in a fast-paced environment
- Familiarity with content management systems such as WordPress and Finalsite.
- Experience with the Veracross student information system is a plus.
- Working knowledge of content and layout design software such as Adobe InDesign.
- Excellent computer skills with MS Office and Google Suite.
- Strong understanding of content practices such as SEO, SMO, and display ads.
- Experience with a mission-driven organization and an understanding of the Benedictine charism is a plus.

### **Physical Demands:**

While performing the duties of this job, the employee regularly is required to sit; use hands to finger, handle, or feel; reach with hands and arms; and talk or hear. The employee frequently is required to walk. The employee occasionally is required to stand; and stoop, kneel, crouch, or climb. The employee must occasionally lift and/or move up to 40 pounds.

### **Work Environment:**

Work is generally performed in an office setting, with a moderate noise level. Working hours may include evenings, holidays or weekends depending on deadline requirements and special events. Professional development is both encouraged and supported.

### **Other Qualifications:**

All prospective employees must be able to clear a background check.

Compensation: Commensurate with education and experience.

### **Please email a letter of interest and resume to:**

Kristie Garcia  
Human Resource Coordinator  
kgarcia@portsmouthabbey.org

No phone calls please.