SERVITE
HIGH SCHOOL

TITLE: Athletic Assistant, Creative Content & Social Media
REPORTING TO: Associate Athletic Director, Communications and Marketing
STATUS: Full-Time (12 Months)
EMPLOYEE CLASSIFICATION: Non-Exempt (Hourly)
COMPENSATION: $18.00-$22.00

OVERVIEW: The Athletic Assistant, Creative Content & Social Media works to promote and enhance Servite campaigns across digital platforms, including email, web and social media with a focus on video. The position will stay up-to-date with new technologies and use analytics to optimize digital strategy and strengthen Servite's profile in the digital space.

ESSENTIAL FUNCTIONS

- Collaborate with the Associate Athletic Director, Communications and Marketing on the school's general and athletic marketing plan and social media strategy
- Assist with the promotion of Servite's 16 sports through social media, the Servite website and other platforms
- Manage the Servite Sports athletic channels including but not limited to Facebook, Instagram and Twitter
- Oversee individual sports athletic channels, providing assistance with content creation and mission/branding alignment
- Assist with the creation of a content calendar for social media usage
- Create interactive digital content using photography and videography in line with Servite's mission and values
- Organize and execute media days for each sport
- Strengthen engagement online by creating compelling content for Servite constituents
- Compile social media analytics reports
- Assist with the coverage of athletic special events including but not limited to Signing Days, Friar Feast, Athletic Open House and the Hall of Fame Dinner
- Help maintain internal archive for all creative assets
- Stay up to date with current technology and industry trends
- Understand the overall mission of Servite High School

KNOWLEDGE, SKILLS AND ABILITIES:

- Demonstrated oral and written communication skills
- Working knowledge of a broad range of sports activities
- Experience in graphic design with a strong sense of creativity
- Experience in photography, including studio light and natural light settings
- Proficient in applications such as Adobe Creative Suite and Canva

- Skilled in creating short-from hype video for social media platforms and well as long-form interview-focused content
- Strong sense of professionalism when managing the digital space
- Availability to work a flexible schedule including nights and weekends
- Ability to travel to away games as needed

** This job description is intended to describe the type and level of work being performed by a person in this position. It is not an exhaustive list of all duties and responsibilities required by a person so classified.*

QUALIFICATIONS: To successfully perform this job, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required.

- Experience and/or expertise in the related field
- Understanding of the Catholic Church is *preferred*

PHYSICAL REQUIREMENTS:

- Physical: Ability to carry and set up equipment for photography, videography, or social media activations. Must be able to lift and/or move up to 25 pounds.
- Ability to sit and stand for extended periods while performing field or desk-related tasks.
- Mobility: Capable of moving around various athletic facilities and events to capture content and engage with athletes and fans, remaining out of the way of play.
- Visual and Auditory Acuity: Must be able to see and hear clearly to capture and produce content accurately and effectively.
- Hand-Eye Coordination: Skill in operating cameras, video equipment, and mobile devices for content creation and social media posting.
- Adaptability to Weather Conditions: Comfortable working outdoors in various weather conditions to cover outdoor events or practices.
- Team Collaboration: Ability to work closely with athletes, coaches, and other staff members to gather content and ensure accurate representation of the athletic program.

REASONABLE ACCOMMODATIONS:

Servite will provide reasonable accommodations to qualified individuals with a disability in order to enable them to perform the essential functions of this job.

REQUIRED DOCUMENTS FOR APPLICATION:

1. Servite High School Application (see website for application form)
2. Cover Letter articulation the reason for your interest in the position
3. Resume
4. Sample work, if applicable (ie social channels managed, video content)

SUBMISSION PROCESS:

- Please send all requested documents to Associate Athletic Director, Communications and Marketing, at kcarlson@servitehs.org
- The application deadline is Monday, July 15, 2024.