



## **Jackson Preparatory School**

### **Social Media Content Creator**

#### **JOB DESCRIPTION:**

This position is responsible for developing social media strategies and producing original content that aligns with the Jackson Prep brand while keeping current with social media trends. The candidate must have a strong understanding of various social media platforms and know how to optimize content for different audiences. Creativity, attention to detail, and excellent communication skills are vital. The candidate will create engaging and visually appealing social media content, collaborate with internal teams to align messaging and branding, and analyze and report on digital performance. Responsibilities will include monitoring social media metrics, analyzing the effectiveness of content, and creating posts, videos, graphics, and other digital media to showcase the brand's story and message. All job responsibilities will be carried out in a manner consistent with Jackson Prep's Mission *"to inspire and challenge students toward academic, athletic, and artistic excellence, instill personal integrity through biblical values, and equip students to pursue lives of distinction in service to society."* This position reports to the Chief External Affairs Officer.

#### **REQUIREMENTS:**

- Bachelor's Degree in English, communications, public relations, journalism, or marketing preferred
- Two (2) years of experience creating superior content for digital and print platforms
- Strong writing & editing skills
- Ability to create visually engaging content and social media calendar
- Knowledge of major social media platforms, management tools, and use of engagement metrics, along with trends & best practices
- Strong photography and videography skills
- Experience with scheduling & analytics tools
- Understanding of target audience & brand voice
- Ability to collaborate with cross-functional teams
- Comfortable with tight deadlines & multitasking
- Proficient in Adobe Creative Suite & Canva
- Skilled at using mass communication tools for designing and publishing
- Experience with paid social media advertising

#### **RESPONSIBILITIES:**

- Content Creation: Develop engaging content for social media platforms
- Copywriting: Write compelling and concise copy that aligns with the brand voice
- Graphic Design: Creating visually appealing graphics and images for social media

- Video Editing: Editing and producing video content for social media
- Photography: Capturing high-quality images for social media
- Social Media Strategy: Developing and executing social media strategies that align with Prep's mission and brand
- Analytics: Analyzing social media performance and using data to inform strategy
- Community Management: Monitoring and engaging with social media communities
- Ad Campaigns: Developing and executing paid social media ad campaigns

**For consideration,** applicants should submit a formal letter of interest, along with a detailed resume to [IWanttoServe@jacksonprep.org](mailto:IWanttoServe@jacksonprep.org).