



## **Social Media Specialist**

As Carrollwood Day School continues to grow, we are adding a new position to support our Marketing and Communications team. The ideal candidate will be a creative, detail-oriented individual with a passion for storytelling and a deep understanding of social media trends. They should excel at engaging diverse audiences, driving brand awareness, and using analytics to optimize content across multiple platforms.

Carrollwood Day School ([www.CDSPatriots.org](http://www.CDSPatriots.org)) is an innovative International Baccalaureate (IB) independent school located in North Tampa, FL. Since the inception of CDS in 1982, we have prided ourselves on being a community of learners. We have grown from a preschool into a comprehensive program serving more than 1,200 students from age two through 12th grade. Carrollwood Day School stands out as a leader in its commitment to educating the whole child and is recognized nationally for its academic excellence and its school-wide emphasis on character development. Outside the classroom, our students are engaged in a multitude of athletics, arts, and extra-curricular programs. In short, we have PATRIOT PRIDE in everything we do at CDS.

The vision of Carrollwood Day School is to build a community prepared and inspired to better the world. As an IB World School, we cultivate principled entrepreneurial thinkers for a global society by enriching the mind, strengthening the character, and inspiring the passions of our community.

Carrollwood Day School embraces and celebrates the rich diversity of our students, employees, and families from all backgrounds. As an International Baccalaureate continuum school, CDS strives to create a supportive and inclusive learning environment where each person is valued. We work to intentionally develop cross-cultural competency and appreciation of differences within all constituents. We value the influence of a wide range of experiences and perspectives in our classrooms, relationships, and interactions as we prepare our students to contribute to a diverse and interconnected world.

Carrollwood Day School is one of only 36 independent schools in the United States to offer the full curriculum/continuum of IB programmes from early childhood through college prep (PYP, MYP, and DP). In 2019, CDS was honored to become one of only 15 U.S. schools to earn membership in the Cum Laude Society and also offer an International Baccalaureate education. In 2022, CDS was welcomed into the prestigious Round Square organization. In 2023, CDS was awarded the Florida and National School of Character Designation for the second time.

Understanding that a team of talented, supported, and growth-minded faculty and staff is what leads to student success, the first pillar of our strategic plan is to become the destination school for exceptional educators in the Tampa Bay region. Want to join our team and better the world?



### **Position Overview:**

The Social Media Specialist position will support all marketing efforts and initiatives. The specialist will be responsible for developing high-quality content and copy for multiple social media platforms to achieve exceptional customer engagement. To do so, they will learn all about and make significant contributions to Carrollwood Day School's branding to maximize the impact of the content they generate efficiently. They will understand the successes and challenges of content from our market competitors and share what they have learned to consistently deliver excellence. Additionally, this member of the Marcom team will identify effective social media campaigns and benchmark against national leaders in the independent school market. As a representative of the CDS brand, this position will be the voice on multiple social media platforms.

### **Objectives of the Role:**

- Maximize consumer engagement with marketing content
- Share insights on competitor marketing content
- Develop Carrollwood Day School's marketing and branding presence throughout all social media channels
- Collaborate with departments and divisions to encourage
- Improve Carrollwood Day School's search engine optimization (SEO) presence
- Improve Carrollwood Day School's visibility on Niche.com
- Increase attendance at key events: Gala, Patriot Run, Parent Coffee's
- Engage various audiences: potential families, current families, students, alumni

### **Key Responsibilities:**

- Enthusiastically support and advance the mission and vision of Carrollwood Day School
- Content Creation: work with marketing and communications coordinators to create visual content to educate, inform, and engage target audiences
- Platform Management: Manage and optimize social media accounts across various platforms
- Scheduling: Create and update social media posting schedules
- Audience Engagement: Interact with readers and respond to comments from audience
- Brand Awareness: Build brand awareness and grow audiences
- Trend Analysis: Keep up with latest news and trends to create relevant campaigns
- Collaboration: Collaborate with other departments/divisions to showcase events and noteworthy opportunities
- Reporting & Analysis: Create and interpret reports on social media performance
- Post on social media in a timely manner, which may include nights and/or weekends.



**Qualifications, Skills, and Attributes Needed for Success:**

- College degree preferred
- Significant experience (3+ years) in creating high-quality marketing content
- Outstanding copywriting, social media, and video production skills
- Strong knowledge of SEO best practices
- Ability to work effectively without oversight
- Confident written and verbal communication skills
- Superb organizational and time-management abilities and the ability to successfully manage multiple projects simultaneously
- A high degree of computer literacy
- Desire to collaborate with others and ability to work as a team member
- Availability and willingness to work weekends remotely and/or evening events
- Comfortable with change and ability/willingness to adapt/pivot with composure and grace

**Preferred Skills:**

- Proficient knowledge of MS Office, Canva, Adobe Products, Google Analytics, Web Design
- Ability to digest data and interpret, analyze, and implement statistical trends
- Understanding of social media management tools like Sprout Social, Loomy, or Hubspot

Compensation includes a comprehensive employee benefits package; CDS offers a competitive salary.

Qualified candidates should send examples of social media work, resume, and cover letter to Nicki Ragan, Director of Marketing and Communications, [nragan@cdspatriots.org](mailto:nragan@cdspatriots.org) and Anita Pittman, Director of Human Resources, [apittman@cdspatriots.org](mailto:apittman@cdspatriots.org).