



MONTCLAIR KIMBERLEY ACADEMY

Digital Marketing Manager

Montclair Kimberley Academy, an innovative Pre-K-12 independent day school with a strong national reputation, is looking to hire a Digital Marketing Manager to support the marketing team in effectively promoting its message across all digital channels. This is a full-time (on-site) position reporting to the Director of Communications and Marketing.

Position Description:

The Digital Marketing Manager is responsible for developing, managing, and executing the school's digital media strategy across multiple platforms, including social media, the school website, email communications, and other online channels. The ideal candidate is a creative storyteller, innovative thinker, and tech-savvy communicator skilled in building and strengthening a brand through digital content, including the design and implementation of effective digital marketing systems and processes.

Key Responsibilities:

- Content Creation & Strategy:
 - Plan, execute, manage, and promote all digital marketing for MKA.
 - Establish and execute a digital marketing strategy to distribute content for the school's social media channels (Instagram, Facebook, LinkedIn, etc.), website, and email newsletters.
 - Create engaging, visually compelling, and mission-driven content.
 - Create engaging video content for social media platforms, demonstrating an understanding of platform-specific best practices.
 - Collaborate with colleagues, coaches, administrators, students, and parents to capture school events, highlights, and achievements through photography, videography, and written content.
 - Manage the editorial calendar for digital content, ensuring timely, consistent and equitable updates across all platforms.

- Social Media Management:
 - Oversee the day-to-day management of the school's social media accounts, including content scheduling, posting, and audience engagement.
 - Support up to 7 social media accounts (institutional, athletics, and arts) on Facebook, Instagram, and LinkedIn.
 - Analyze social media performance metrics and adjust strategies as needed to increase engagement, reach, and visibility.

- Community Engagement & Audience Growth:
 - Respond to comments, messages, and mentions on all platforms in a timely and friendly manner, fostering positive relationships with our school community.
 - Monitor social media channels for mentions of the school, events, or key topics to engage with the audience proactively. Monitor platforms for mentions, tags, and relevant conversations where the school can join the dialogue.
 - Implement strategies to increase engagement, follower growth, and interactions on the school's social media platforms.

- Website & Online Presence:
 - Update and maintain the school's website, ensuring content is accurate, current, and aligned with the school's brand.
 - Collaborate with the IT team to ensure the website is functioning optimally, and implement any necessary improvements.
 - Ensure consistency of messaging and design across all digital platforms to enhance the school's brand identity.

- Digital Campaigns & Email Marketing:
 - Plan and execute targeted digital campaigns using email and social media.
 - Design and send regular email newsletters to key stakeholders using email marketing platforms.
 - Track and analyze campaign performance, providing regular reports on engagement, click-through rates, and other key metrics.

- Brand Alignment & Messaging:
 - Ensure all social media content reflects and supports the school's brand voice, values, and mission.
 - Work closely with the Director of Communications and Marketing to ensure that social media campaigns are aligned with broader institutional marketing initiatives, including enrollment, community engagement, and fundraising.

- **Analytics & Reporting:**
 - Use social media management tools (e.g., Hootsuite, etc.) to schedule and publish posts in advance, ensuring a consistent online presence.
 - Closely monitor social platforms for accounts or content created in violation of MKA's Acceptable Use Policy for Social Media.
 - Track and analyze key performance metrics (engagement, impressions, reach) for social media posts and campaigns to assess the effectiveness of strategies.

Qualifications:

- Bachelor's degree in Communications, Marketing, Digital Media, or related field
- 5+ years of experience in digital marketing, social media management, or content creation, ideally in an educational or nonprofit setting
- Proficiency in digital tools and platforms such as Adobe Creative Suite (Photoshop, InDesign, Premiere Pro), social media management tools (e.g., Hootsuite, Sprout Social), and website CMS (e.g., WordPress)
- Experience with email marketing platforms (e.g., Mailchimp, Constant Contact) and analytics tools (e.g., Google Analytics, social media insights)
- Graphic design skills, with experience in tools like Canva or Adobe Creative Suite to create engaging visuals
- Video editing skills for creating dynamic content such as Instagram Reels, Facebook videos, or LinkedIn posts
- A creative and innovative mindset with the ability to think strategically and execute effectively
- Ability to work independently and manage multiple social media accounts simultaneously
- A passion for education, community engagement, and storytelling

Application Process:

Please submit your resume, portfolio of work, and cover letter to ksaunders@mka.org. In your cover letter, please explain why you are passionate about joining MKA as our Digital Marketing Manager.

It is MKA's policy to provide equal employment opportunity to all qualified persons regardless of age, race, creed, color, national origin, ancestry, sex, gender identity, sexual orientation, socioeconomic background or disability not related to the requirements for being a successful employee at MKA. We especially welcome applications from all individuals with the ability to contribute to MKA's continuing commitment to social and cultural diversity, inclusiveness, and the transformative power of our differences.