



Opportunity Statement
Social Media & Content Specialist
Ann & Nate Levine Academy
Dallas, Texas

Ann & Nate Levine Academy is seeking a creative, energetic, and highly motivated **Social Media & Content Specialist** to help tell the story of our vibrant school community. This role is ideal for someone who is passionate about storytelling and visual communications and has a keen eye for photography, design, and content creation.

The successful candidate will capture the life of the school through compelling photography, videography, graphic design, articles, social media content, and multimedia campaigns. This individual should possess a unique creative vision and the ability to identify meaningful moments, transform them into engaging stories, and deliver content that strengthens the Academy's brand and advances its marketing and communications goals.

The ideal candidate is a self-starter who thrives in a fast-paced environment, collaborates well with others, and understands how strategic communications support enrollment, advancement, community engagement, and institutional visibility.

Responsibilities

Content Creation & Storytelling

- Identify, develop, and create engaging content that highlights student experiences, faculty excellence, school events, alumni stories, and community impact.
- Research, interview, and write feature articles, news stories, profiles, and promotional content for digital and print publications.
- Draft compelling copy for social media, newsletters, website content, marketing campaigns, and other communications materials.
- Develop content calendars and generate creative ideas aligned with school priorities and strategic initiatives.
- Storyboard content projects from concept through execution.

Social Media Management

- Create, schedule, publish, and monitor content across social media platforms.
- Develop engaging campaigns that increase awareness, community engagement, and brand affinity.
- Monitor trends and identify opportunities to create timely and relevant content.
- Track performance metrics and provide recommendations for continuous improvement.

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Photography & Videography

- Capture high-quality photos and videos throughout the school day, at special events, athletic competitions, performances, admissions activities, and community gatherings.
- Produce and edit short-form and long-form video content for social media, website, marketing, and advancement initiatives.
- Build and maintain a robust visual content library.

Graphic Design & Brand Awareness

- Design digital and print marketing materials including advertisements, flyers, brochures, signage, presentations, event materials, and social media graphics.
- Ensure all materials align with Levine Academy's brand standards and visual identity.
- Collaborate with internal departments to develop creative assets that support communications and marketing objectives.

Collaboration & Project Management

- Work closely with faculty, administrators, advancement professionals, admissions staff, and school leadership to identify stories and content opportunities.
- Manage multiple projects simultaneously while meeting deadlines and maintaining exceptional attention to detail.
- Support special events, campaigns, and strategic initiatives through coordinated content development and promotion.

Skills & Qualifications

Required

- Bachelor's degree in Communications, Marketing, Journalism, Graphic Design, Public Relations, Media Production, or a related field.
- Excellent written, verbal, and interpersonal communication skills.
- Strong photography and visual storytelling abilities.
- Demonstrated experience in social media content creation and management.
- Experience writing articles, interviews, profiles, and marketing content.
- Proficiency with:
 - Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, or equivalent)
 - Microsoft Office Suite
 - Canva
- Experience with photography and video editing software.
- Strong organizational skills with the ability to manage multiple priorities.
- Ability to work independently while contributing effectively as a member of a collaborative team.

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Preferred

- Experience working in education, nonprofit organizations, or mission-driven institutions.
- Knowledge of marketing, branding, communications, and audience engagement strategies.
- Experience creating short-form social media video content.
- Hebrew language proficiency is a plus.

Work Environment

Levine Academy offers a collaborative, mission-driven, and collegial work environment where creativity is valued and new ideas are encouraged. This position provides the opportunity to make a meaningful impact while helping shape how our school shares its story with current and prospective families, alumni, donors, and the broader community.

To Apply

Send a cover letter and resume to **Anita Lawless**, Director of Human Resources, at alawless@levineacademy. Please include the job title in the subject line.

About Ann & Nate Levine Academy

Ann and Nate Levine Academy is a values-focused school providing a nurturing Jewish environment emphasizing excellence in General and Jewish Studies for students in Preschool (3 months) through 8th grade. Levine is an inclusive, dynamic community comprising the full spectrum of Jewish affiliations, the unaffiliated, many nationalities, and a diversity of socio-economic backgrounds.

Non-Discrimination Policy

Ann & Nate Levine Academy is an equal opportunity employer. We are committed to an inclusive, welcoming community, where all are accepted and treated with respect. Levine does not unlawfully discriminate in employment opportunities or practices on the basis of age, race, color, gender, sexual orientation, gender identity, disability, religion, veteran status, national or ethnic origin, or any other basis prohibited by applicable law.

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