



Communications & Social Media Manager

Position Overview

St. Johns seeks a Communications and Social Media Manager to support the School's marketing, storytelling, and internal and external communications. This twelve-month position advances the School's mission, programs, and community through strategic messaging across digital and print platforms.

The Communications and Social Media Manager plays a key role in shaping the School's public image by producing compelling content that highlights student achievements, faculty excellence, and community engagement. This role collaborates closely with the Advancement, Admissions, and School leadership teams to strengthen brand awareness and support enrollment, philanthropy, and community outreach.

Core Responsibilities

External Communications & Marketing

- Develop and distribute external communications to promote the School's programs, achievements, and community initiatives.
- Support marketing efforts to strengthen the School's visibility and reputation in the broader community.
- Maintain consistent messaging and branding across all external communications platforms.

Internal Communications Management

- Draft, edit, and distribute internal publications, including newsletters, faculty communications, and event announcements.
- Coordinate weekly newsletters, announcements, and campus-wide updates.
- Maintain consistent tone, messaging, and brand standards across all internal communications.
- Assist school leadership in preparing internal messages, announcements, and updates.

Content Creation & Storytelling

- Write and edit content for school publications, marketing materials, press releases, and promotional campaigns.
- Develop engaging stories highlighting student accomplishments, faculty expertise, and school events.
- Assist in producing content for newsletters, magazines, and other external publications.

Digital Media & Social Platforms

- Manage and update the School's website and digital content to ensure accuracy and relevance.
- Create and schedule posts for the School's social media platforms to promote events, achievements, and programs.
- Monitor social media engagement and help maintain an active and positive online presence.

Admissions & Advancement Support

- Collaborate with the Admissions and Advancement Offices to support enrollment and marketing initiatives.
- Assist with communication materials for fundraising campaigns, annual giving, and donor engagement.
- Produce marketing content that reflects the School's mission and strengthens relationships with prospective families and donors.

Event Promotion & Public Relations

- Support communications and marketing for school events, community initiatives, and special programs.
- Assist with coordinating media outreach and press coverage when appropriate.
- Capture and share highlights from school events through photos, stories, and digital media.

Administrative Responsibilities

- Maintain a digital archive of photos, stories, and marketing materials.
- Assist with project management for communications campaigns and publications.
- Track communication engagement and provide recommendations to improve reach and effectiveness.
- Perform other duties as assigned by the Director of Advancement.

Qualifications & Skills

Education & Experience

- Bachelor's degree in Communications, Marketing, Journalism, Public Relations, or a related field is preferred.

- Experience in marketing, communications, or media production, preferably in an educational or nonprofit environment.

Professional Competencies

- Excellent writing, editing, and storytelling skills
- Strong organizational and project management abilities
- Ability to collaborate across departments and manage multiple deadlines
- Creativity and initiative in developing engaging content and campaigns
- Strong attention to detail and commitment to brand consistency

Technical Proficiency

- Experience with social media platforms and digital marketing tools
- Familiarity with content management systems (CMS) and website management
- Basic knowledge of graphic design and photo editing tools preferred
- Proficiency in Microsoft Office and Google Workspace

Physical & Mental Requirements

Physical Requirements

- Ability to move throughout campus to cover events and gather content.
- Ability to lift and transport equipment or materials up to approximately 25 pounds.

Mental Requirements

- Ability to manage multiple deadlines and communication projects simultaneously.
- Strong attention to detail and accuracy.
- Ability to exercise sound judgment and maintain professionalism when representing the School publicly.

Working Conditions & Expectations

This position is primarily on campus and requires regular interaction with school leadership, faculty, staff, students, parents, alumni, and community partners. The position generally follows school hours; however, flexibility is required to support school events, special programs, admissions activities, fundraising initiatives, and other school-related functions.

This position is responsible for maintaining a professional, consistent, and engaging online presence on the school's approved communication platform. Content must reflect the school's mission, values, brand standards, and communication policies.

Sound judgment, discretion, and professionalism are required when communicating on behalf of the school. Confidential information concerning students, families, employees, and school operations must be protected at all times. All photography, video, interviews,

and digital content involving students must comply with school policies, applicable privacy requirements, and parental consent and media-release procedures.

Compensation and Benefits

The position is available immediately for the current academic year. A salary commensurate with experience, degree attainment, and qualifications is paid annually. Full-time employees are eligible for our benefits package, including medical, dental, vision, disability, tuition remission, professional development/education funds, and participation in the school's 403(b) retirement program.

Accreditations

- Florida Council of Independent Schools
- Cognia

About St. Johns Country Day School

St. Johns Country Day School is one of the leading, non-sectarian independent schools in Jacksonville, Florida, and maintains a PK3-Grade 12 school enrollment of about 500 students. Learn more at sjcds.net.

Equal Employment Opportunity

St. Johns Country Day School is committed to equal employment opportunities in accordance with applicable federal, state, and local laws. We seek candidates committed to creating a safe, inclusive environment for children and families.

If interested in this position, please send your resume to Holli Kennedy, Executive Assistant to the Head of School, at hkennedy@sjcds.net