

## Digital Content Specialist

1.8.19

As an integral part of the Cretin-Derham Hall Communications Team, this position is responsible for telling the story of CDH to both internal and external constituencies. The primary responsibilities include creating and gathering content for our web-based News Hub, various social media platforms, electronic publications, website communications, as well as maintain, update, and troubleshoot Cretin-Derham Hall websites.

### Qualifications:

- Bachelor's degree required.
- Excellent writing and verbal communications skills required.
- Webmaster/Website Content experience required.
- Social Media experience strongly preferred.
- Photo, copy editing and basic graphic design experience strongly preferred.
- Works well in the face of aggressive deadlines, while maintaining data integrity and accuracy.
- Willing and able to accommodate flexible work schedule during critical periods in order to meet communications needs after office hours, such as social media postings.
- High degree of ownership and accountability within a small team structure.
- Self-directed to manage priorities, track multiple tasks, and problem solve.

### Communications and Marketing Responsibilities

- Collaborate with the Director of Communications on the creation and dissemination of news, publications, weekly bulletins, announcements, emails and News Hub pages.
- Create engaging content for News Hub and Social Media, including content planning, writing, copy editing, images (photos and graphics) and more.
- Support, create and engage with students, faculty, staff and administration to improve the CDH online/digital presence. Lead the bimonthly Communications Committee.
- Create and publish two electronic monthly newsletters (aggregates of relevant news by audience).
- Enhance Social Media presence, messaging, outreach and engagement.
  - Maintain a solid understanding of Social Media best practices.
  - Develop strategies, content, and analytics for Social Media.
  - Implement strategies to increase engagement and follower growth for CDH social media.
  - Develop and implement a monthly social media calendar
  - Establish and implement social media monitoring and management of official sites
- Manage and maintain photo system for Cretin-Derham Hall.
- Support branding and style standards throughout all communications.

### Webmaster Responsibilities

- Create and manage the content/organization and technical programming aspects of the websites.
- Maintain design and functional structure of the websites according to CDH brand and style standards
- Perform all day-to-day maintenance of web pages both for main website and athletic website.
- Manage web-based registrations and payment forms for box office and events.
- Compile monthly analytic reports on CDH websites: function, traffic, engagement and more.
- Regulate and manage access rights to website and social media.
- Maintain online school calendaring system.

To apply, please send the following info to Mary King at [mking@c-dh.org](mailto:mking@c-dh.org) by Friday, January 18, 2019:

- Resume and cover letter
- Portfolio and/or three writing samples
- References

***Position will remain open until filled.***