Responsibilities for Communications Assistant

- Management of data on the website
  - Calendar events
  - Menus
  - Uploading photos/videos when needed (editing and tagging photos/videos correctly before uploading)
  - Athletic News uploads
  - Management of constituent-related data
  - Measurement of website efforts through Google Analytics
- Help with pushpages for other offices
  - Turn information given from other offices into pushpages complete with appropriate links and downloads
  - Create customized distribution lists for specialized pushpages (e.g. from the Health Center or Travel Office)
- Assistance with photo and video editing
  - Edit photos in Photoshop that are SEO conducive, upload to the website and Flickr, and give them appropriate tags, descriptions, and links
  - Create and edit movies in iMovie, title them appropriately with Google-friendly title styles, and upload to the website and/or the school's YouTube page
  - Help maintain the school media server by following best practices when creating albums and uploading photos and video.
- Assistance with updating digital signage on campus
  - Keeping Google Docs that feed the sign current and updated
  - Updating the template daily to reflect class days and current photos
  - Changing the signs and sign schedule for special occasions
- Help with content creating for website and other school publications
  - Visit classes to get stories
  - Talk with people on campus for information
  - Record video and take photos when appropriate
  - Write, edit, and upload stories on to website when appropriate, using correct links, tags, and SEO techniques
- Assistance with managing Eaglebrook's social media channels
  - Content creation
  - Schedule management
  - SEO techniques
  - Measurement

Please send resume and cover letter to Schuyler Bogel at sbogel@eaglebrook.org