

THE THACHER SCHOOL

Digital Marketing Communications Manager

Job Description

The Thacher School is seeking an accomplished creator of strategic content to help manage and coordinate its many communications platforms. This is a deadline-driven role that requires an organized, talented, and versatile communications professional. Working with the rich content opportunities afforded by a vibrant boarding school and its accomplished extended community, the digital marketing communications manager will produce content of exceptional quality and ensure that our websites, publications, and social media accounts meet institutional goals. This position offers a great opportunity for a self-starter interested in gaining experience and developing skills across the spectrum of non-profit marketing communications functions.

The digital marketing communications manager reports to Thacher's director of communications.

Key responsibilities include but are not limited to:

Web News, Social Media, and Content

- Monitor campus events to conceive, plan, research, and write news stories and other web content.
- Work with faculty, staff, and students to create quality content for our web and social media platforms.
- Coordinate with photographers and videographers to prepare and publish content.
- Work with media assets (light editing/optimization of photos and videos), occasionally making simple graphics.
- Support the director of communications in planning and executing social media strategies.
- Publish, promote, and track posts as needed to meet goals.
- Monitor comments and other engagement across social platforms, consulting with or alerting people on campus when responses are needed.

Web Analytics and SEO

- Provide routine reports (several times a year) to director of communications and other campus offices.
- Make recommendations for strategic improvements to websites and social media strategies based on data, trends, and goals.

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Website Maintenance

- Help maintain and improve Thacher's websites.
- Use stakeholder input and analytics to improve site architecture, functionality, and content as needed.
- Maintain calendar for website maintenance/upgrades, website news, and social media.

Misc. Writing, Editing, and Creative

- Contribute content to *Thacher* magazine and support production process with editing and proofing.
- Help copy edit and proof School communications content as needed.
- Support office brainstorming and concept development efforts as needed.

Experience and Skills Required

Qualified applicants will have a minimum of two years experience in digital marketing communications and should have a record of success in creating and making strategic use of high quality content. Applicants should be able to demonstrate:

- Excellent writing and editing skills
- Proven social media marketing skills
- Basic graphic design and layout skills
- Ability to quickly learn and work within a variety of content management systems
- Facility with SEO principles and user analytics tools

To apply, please send a cover letter and resume via email to:
communications@thacher.org

Include "Digital Marketing Communications Manager" in the subject line.

About The Thacher School

Founded in 1889, The Thacher School is a coeducational boarding high school (grades 9-12) located 85 miles northwest of Los Angeles, California. The Thacher School is dedicated to providing equal opportunities to all individuals regardless of race, color, religion, ethnic or national origin, gender, age, disability, sexual orientation, gender identity, gender expression, veteran's status, or any other factor that is a prohibited consideration under applicable law. For more information about working at Thacher visit www.thacher.org/careers.