



**JOB TITLE:** Communications Associate, Social Media

**REPORTS TO:** Director of Communications

**CLASSIFICATION:** Part Time (0.50 FTE)

**START DATE:** Immediately

At Marin Academy, we believe that educational excellence should push the boundaries of what is known today in order to prepare students for a world we can't even imagine tomorrow. Our unique educational approach inspires MA teachers and students to work side-by-side every day immersing themselves deeply in their subjects while honing the ability to think critically and creatively. And because many voices are welcomed and encouraged at MA, our students cultivate the tools they need to live their lives fully—and the inspiration to contribute as compassionate citizens to our world.

Marin Academy seeks a bright, communications savvy, self-starter to serve as Communications Associate, Social Media. This position will entail 20-hours of work per week. The Communications Associate will be an integral part of Marin Academy's Communications Team, responsible for supporting the Director of Communications in articulating and promoting MA's goals, vision, and image internally and externally through both digital and printed collateral and media.

#### SPECIFIC RESPONSIBILITIES

- Manage MA's social media presence, assist in increasing social media engagement by working collaboratively with key staff and faculty across the school, and implement a strategic social media plan
- Manage video and photography needs to convey effective stories and capture key campus events
- Update MA's current social media channels, Facebook, Instagram, Twitter, etc., with appropriate and timely mission-focused posts throughout the week
- Work with the Advancement Department on fundraising activities including Giving Day
- Create dynamic content (text, image/photography, video) to promote meaningful audience participation
- Stay current with social media best practices and continue to develop dynamic ways to connect with audiences

- Collaborate with the Director of Communications to create timely content for the MA website, NEXUS magazine (print), NEXUS Now magazine (digital), email newsletters, and social media

## QUALIFICATIONS

- Excellent project management skills
- Exceptional writing and editing skills for print and web
- Extensive experience with web-based and social network communications
- Strong team player and active collaborator; a self-starter with the ability to work independently and proactively
- Understanding of independent school culture desirable
- Working knowledge of software such as Adobe Creative Suite and Microsoft Office
- Working knowledge of digital photography and video production
- Ability to organize, multi-task, and complete projects with time deadlines

Marin Academy is situated on a 10-acre campus at the base of the hills of San Rafael, CA in the San Francisco Bay Area. As a 9-12 grade independent, college preparatory high school, we have an enrollment of 440 students with academic talent, interest in the arts and athletics, and a passion for a multitude of issues. Our students come from San Francisco, the East Bay, and Sonoma in addition to Marin County. Marin Academy has a block schedule in which classes meet every other day for 75-minute periods.

Marin Academy's mission statement "asks every individual to think, question, and create in an environment of encouragement and compassion, and challenges each person to accept the responsibilities posed by education in a democratic society." Marin Academy is an equal opportunity employer committed to excellence through diversity. This is a part-time position that will be filled as soon as possible. Interested candidates should send a cover letter, resume, relevant writing sample (not to exceed 500 words) and relevant image(s) to [hernest@ma.org](mailto:hernest@ma.org).

For more information about Marin Academy, please visit our website ([www.ma.org](http://www.ma.org)).