**Marketing and Communications Associate**

**Summary**

The Marketing and Communications Associate helps to drive the school’s Marketing and Communications operations.

**Employment Classification**

This is a year-round, full-time, non-exempt position with hours from 8:00 AM – 4:00 PM with some flexibility for evening special events. The Marketing & Communications Associate works closely with and reports to the Director of Development, Marketing, and Communications.

**Primary responsibilities**

General marketing and internal and external communications support, in alignment with enrollment goals and marketing/development strategy

* Produce and distribute electronic newsletters to various constituents using Constant Contact, including identifying and requesting appropriate content from staff, editing submissions as needed, and providing final draft to supervisor.
* Maintain social media outlets (Facebook, Instagram, blog, and YouTube), including identifying content that highlights the important stories at Riverstone; mirrors enrollment goals and marketing strategies; portrays the varied ages, groups, and activities at school; and celebrates our students and staff. Create Facebook campaigns as appropriate.
* Assists director in creating monitor displays and on-campus mobile signage that reflects upcoming events and highlights photos from previous events; manage roadside signage.
* Create new visually appealing brochures, ads, flyers, presentations, postcards, programs, etc. as needed.
* Using templates, update event brochures, programs, team posters, slideshows and other marketing materials.
* Create new templates as needed for other Admin and for new events, teams, slideshows, etc.
* Manage new website; Make updates to the school website, including adding documents to the resources page, managing staff pages, updating content, creatoing a visually appealing site, etc.
* Onboarding/offboarding of staff with ParentSquare, Constant Contact, Gmail lists, staff directory, newsletter announcement, bio update, new headshot, and distributing T-shirts
* Onboarding/offboarding of students including ParentSquare for students and parents, parent directory, Constant Contact, etc.
* Assist in the management of SEO & Google Analytics including SEO for website landing pages, researching and implementing recommendations for SEO success, tracking and reporting website analytics and PPC initiatives and campaigns, etc.
* Manage ParentSquare including managing ParentSquare best practices, guidelines, and communications; managing the rollover of ParentSquare each summer; rostering students to classes each August; creating and managing smart alerts; assisting with the creation of new forms and payment posts; creation and management of Groups; and managing StudentSquare as needed.
* Management of blogs including the creation of new, newsworthy blogs, working with teachers and staff to manage guest-writer blogs, optimizing blog content for SEO, etc.
* Assisting in the management of on-campus events such as convocations, picture days, mixers, Meet the Seniors, Staff Parties, Commencement, etc.

Videography and photography

* Produce and edit video from major school events as requested by teachers, and special projects as directed by supervisor; load video onto YouTube channel.
* Occasionally attend Outdoor trips and Field trips for photo & video content
* Photograph events and classroom activities with particular focus on supporting social media, including maintaining photo library.
* Managing and creating Elementary section of the yearbook and assisting the yearbook team with requests, photos, etc. throughout the year

Database maintenance

* Maintain databases for communications: newsletter, ParentSquare, Gmail lists, and text systems.

This is an entry-level position and Riverstone International School promotes self-assessment for professional growth, personal initiative, and having fun as a member of a high performing team.

**Required Skills and Experience**

* Bachelors degree preferred
* Excellent writing, communication, and design skills
* Excellent photography and video production skills
* Working knowledge of Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Premiere, Microsoft Office, iWork, Canva
* Detail-oriented, strong planning and organizing skills and problem-solving skills
* Welcoming presence, ability to embody the school’s mission and guiding principles
* Able to transport camera equipment weighing 10 lbs or less

Riverstone International School is an equal opportunity employer.