

Job Title: Assistant Director of Communication

Department: Communication

Reports To: Director of Communication

FLSA Status: Non-Exempt, Full-Time

Revised: May 5, 2022

Start Date: July 1, 2022

POSITION OVERVIEW:

An integral member of the Administration Team, the Assistant Director of Communication works full-time and reports to the Director of Communication. This role will have a particular focus on capturing daily life at Keys School across our two campuses (Kindergarten through eighth grade) and being responsible for telling the story of Keys School as it relates to the Mission and Vision through various forms of media including photography and video.

ESSENTIAL JOB DUTIES AND RESPONSIBILITIES:

Gather and Create Content

- Strong photography, videography, and writing skills are needed to capture and tell stories about the Mission and Vision of Keys and showcasing the joy and learning happening on campus everyday
- Visit classrooms and attend school events to gather information for short online news, social media posts, and other needs
- Foster relationships with teachers, staff and administrators to help understand the culture of Keys
- Draft and/or proof content for school publications, website, and communications (print and digital) as requested by the director.
- Draft new faculty/staff bios for the website.

Manage

- Coordinate the school's weekly all-school email bulletin.
- Manage the school's social media presence through Facebook, Twitter, Instagram, LinkedIn, Niche, Glassdoor, etc. Stay informed of trends in the use of social media by schools and non-profits, and incorporate best practices including social ad strategies.
- Manage the school's online photo archive through Vidigami and work to engage the community in this effort.

- Assume the role of project lead on projects, such as the Kindergarten Book, summer mailings, online forms, and other communication projects, as assigned by the Director of Communication.
- Track analytics and prepare reports that detail user engagement with the school's social media feeds, website, vimeo, and Blackbaud pushpages.
- Manage content on the KeysNet Resource Board.
- Maintain a list of photo/video permissions.
- Manage KeysNet distribution groups.

Support

- Draft email pushpages for all departments through KeysNet (Blackbaud and MailChimp).
- Create slideshows (State of School, Moving Up Ceremony, end of year activities) as requested by the Director of Communication.
- Design ads, banners, pushpages, fliers, invitations etc. as requested by the Director of Communication.
- Assist with the creation and implementation of the school's yearly marketing plan.
- Support swag needs.
- Handle basic website updates such as job postings, news stories, and faculty/staff updates.

Requirements:

- Strong verbal and written communication and interpersonal skills
- Demonstrate a passion for Keys School and a keen ability to convey the school's program, opportunities and vision to an array of constituencies.
- Exhibit a cooperative team approach, complete with a good sense of humor and demonstration of a united front.
- Demonstrate excellent story-telling and messaging through photography and videography through traditional and novel publications and media with an array of constituents: administrators, faculty, parents, trustees, vendors, consultants, and friends of the school.
- Display initiative, internal motivation, a willingness to take on responsibilities beyond those explicitly defined, and an ability to learn new and established procedures.
- Execute duties efficiently, accurately and on or before deadlines.
- Competent with Adobe Creative Suite and Social Media Platforms.
- Possess knowledge of (or willingness to learn) Wordpress, Blackbaud and Vidigami, and the ability to learn additional software and web-based applications as needed.
- Exhibit sound judgment related to confidential conversations, projects, and information related to the School or any of its constituents including the effective communication regarding such matters to the appropriate individuals.
- Possess and provide evidence of a bachelor's degree.
- Possess a minimum of 3-5 years of related professional experience.

- Able to work occasionally during events in the early morning, evening, and weekend.
- Initial and continued criminal background clearance by DOJ and FBI.
- Initial and continued tuberculosis clearance.
- Maintain a valid driver's license and the ability to transport oneself between two campuses and to surrounding cities.

Physical Demands:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The employee must occasionally lift and/or move up to 30 pounds. Specific vision abilities required by this job include close vision, ability to adjust focus, and sound hearing. While performing the duties of this job, the employee is regularly required to sit; use hands, talk, and hear. The employee is frequently required to reach with hands and arms. On occasion, the employee is required to stand, walk, stoop, kneel, crouch, crawl, jump, hop, skip, and dance.

Interested Candidates:

Interested candidates should submit a cover letter, resume, and three to five references to jobs@keysschool.org.

Keys School is an Equal Opportunity Employer. Qualified applicants are considered for employment without regard to age, race, color, religion, gender, national origin, disability, orientation or veteran status. For more information on the school, please visit keysschool.org