

Notre Dame High School  
Position Description  
Digital Marketing Specialist

### Position Purpose

The Digital Marketing Specialist will be responsible for assisting with the implementation and management of several cross channel digital marketing initiatives. The incumbent will be responsible for the coordination and execution of social media marketing campaigns, content management, website content updates, analytics reporting and maintenance. Also will need skills in photography and graphic design tasks. This position will also provide administrative and clerical support to the Communications department and act as lead specialist within the digital marketing team. This position must have strong customer service and communication skills, both written and oral and requires excellent organizational skills in order to work independently without direct supervision. This position reports indirectly to the President as delegated to the Communications Director.

### Essential Job Functions:

- Plans & implements structural processes around Social Media Marketing
- Maintain communications via social media
- Help maintain social media pages and website
- Produce and publish new content daily in a creative way across all platforms
- Assist with layout (images, graphics, videos and artwork)
- Assist with crisis management and negative communication
- Regularly check and track content for accuracy and relevance
- Collaborate with other departments to advertise important deadlines, campus events and increase audience reach
- Comply with copyright and privacy regulations
- Engages clients to participate in Social Media
- Research and post about scholarship opportunities for students
- Track and analyze analytics reports to gain insight on traffic, demographics, and effectiveness; utilize information to positively affect future outcomes
- Attend events for photos, social media content, and marketing information
- Coordinate all website meetings and content
- Complete special projects as requested
- Continues to refine campaigns and processes

## Required Skills, Knowledge, Abilities and Competencies

- AA degree required, bachelor degree preferred, (2) years hands-on experience with Facebook Pages, Facebook Business Manager, Facebook Ads, Instagram Pages & Instagram Ads
- Experience with Adobe Suite & Canva
- Ability to focus on details and think creatively independently and with the team
- Has good organizational and time-management skills, reliable, flexible, and works well independently
- Must have great interpersonal and communication skills
- Must have a good understanding of social media metrics and be able to interpret the results and take action to increase the effectiveness of social media campaigns
- The ability to prioritize, be attentive to details, maintain confidentiality, and provide exceptional client service is required.
- Computer, tablet and cell phone knowledge and skills is a must and be able to communicate, organize, analyze, and problem-solve from these devices.
- A sense of urgency and a commitment to timely completion of projects. Attention to detail along with a commitment to quality and confidentiality.
- Work hours are from 7:00 am to 3:00 pm Monday through Friday, with additional weekend or after hours work.
- Additional duties may be assigned as needed