



ROCKY HILL COUNTRY DAY SCHOOL

Job Opening: November 18, 2020

Job Title: **Social Media Specialist**

Position: Part-time, 20 hours per week

Location: On-campus (1-2 days per week) and remote/telework

Department: Marketing & Communications

Reports to: Susan Fonseca Lanham, Director of Communications, Global Impact Advisor

SUMMARY

Rocky Hill Country Day School (RHCD), founded in 1934, is an independent, coeducational, nursery to grade 12 college preparatory day school in East Greenwich, Rhode Island. RHCD focuses on innovative teaching and an interactive educational experience to ensure its students grow to become navigators, critical thinkers, citizens, and communicators, who are innovative, self-aware, ethical, and globally-minded. Located on 84 acres overlooking Narragansett Bay, RHCD's stunning campus fosters exploration and discovery across all divisions.

RHCD is looking for an experienced Social Media Specialist responsible for creating and publishing content on all RHCD social media platforms, including Facebook, Instagram, LinkedIn, and Twitter. The Social Media Specialist will monitor site metrics, build and engage with the audience, respond to reader comments, support social media campaigns, and maintain the school's daily online presence. The Social Media Specialist will report to the Director of Communications, and is expected to perform his/her duties (in-part on RHCD campus and remote/telework).

RESPONSIBILITIES

- Manage the day-to-day content on RHCD's social media channels: Facebook, Instagram, LinkedIn, Twitter.

- Schedule daily posts for each site, draft social copy, publish approved messages, organize content flow, and distribute across channels
- Moderate and respond to reader/audience comments, and expand RHCD's online presence
- Implement social media strategy and leverage diverse content (video, text, and images) to engage audiences/networks
- Discover, track, and report on best performing posts and monitor social metrics
- Research market trends and optimize digital marketing campaigns
- Support the Development and Alumni Offices as Social Media Liaison, and monitor RHCD Alumni social media channels

QUALIFICATIONS

- Bachelor's Degree, preferably in Social Media Marketing, Communications, Digital Content/Platforms, Public Relations, or Journalism. Certifications in Google Analytics, Hootsuite or Hubspot, and Graphic Design a plus.
- At least two years of work experience leading/maintaining/posting on social media sites and analyzing online engagement/campaigns
- Excellent communication and copyright skills, including understanding of specific social media word limitations, unique characters, trending topics and hashtags
- Quick to respond, and ease communicating with team members located remotely/globally
- Understanding of social media analytics, SEO knowledge
- Takes initiative and driven to excel in a fast-paced, collaborative, and results-driven team
- High degree of professionalism and a strong work ethic
- Proficiency with all Social Media platforms (Facebook, Instagram, Twitter, LinkedIn), as well as Hootsuite (and or Hubspot, Buffer)

Rocky Hill Country Day School is an Equal Opportunity Employer. Interested applicants should email a Cover Letter and Resume to Susan Fonseca Lanham, Director of Communications, SFonseca@rockyhill.org