



ROCKY HILL COUNTRY DAY SCHOOL



St. Luke's Episcopal Church

Where all are welcome at the Lord's table

Communications & Social Media Specialist

Rocky Hill Country Day School, in conjunction with St. Luke's Episcopal Church, seeks an experienced Communications and Social Media Specialist to implement a strategic communications plan to advance and promote the School, and the Church, to external and internal markets. ***This is a shared position between two distinct organizations working in partnership to offer full time work plus benefits.*** These positions are non-exempt. The employers are not joint employers, and will make decisions regarding any successful candidate independently. Benefits will be provided by Rocky Hill Country Day School.

Rocky Hill Country Day focuses on innovative teaching and an interactive, inquiry-based educational experience to ensure that RHCD students grow to become navigators, critical thinkers, citizens, and communicators, who are innovative, self-aware, ethical, and globally-minded. Our diverse student body is made up of domestic and international students, and our intentionally small school community allows for individualized instruction and creates a familial setting throughout campus. Overlooking acres of saltwater marsh and Narragansett Bay, Rocky Hill Country Day School's stunning campus fosters exploration and discovery for students in all divisions, nursery through grade 12. Rocky Hill Country Day School graduates are bold learners, prepared to navigate a complex and changing world.

St. Luke's Episcopal Church is a large and active church located in the Hill and Harbour neighborhood of East Greenwich. An open and inclusive spiritual home to individuals of all ages, St. Luke's welcomes not only worshippers to Sunday services, but also weekly visitors for a variety of community events and meetings. Situated just two blocks off of Main Street, the church participates in the wider life of East Greenwich, offering free community meals, housing the local interfaith food pantry, and providing financial assistance to residents in need. Members delight in celebrating life not just with fellow parishioners, but also with Rhode Island residents and others from around the country who participate in our expanding virtual programs. We look forward to adding a social media/digital evangelism person who will help us share our story more broadly.

Start date: As soon as possible

Essential Duties and Responsibilities at RHCD (32 hours/week):

- Create and publish content on all RHCD social media platforms, including Facebook, Instagram, LinkedIn, and Twitter.
- Schedule daily posts for each site, draft copy, publish approved messages, organize content flow, and distribute across channels.
- Moderate and respond to reader/audience comments.
- Implement social media strategy and leverage diverse content (video, text, and images) to engage audiences/networks and expand RHCD's online presence.
- Discover, track, and report on best performing posts and monitor social metrics
- Support the Development and Alumni offices as social media liaison, and monitor RHCD Alumni social media channels
- Manage press coverage, including writing press releases.
- Produce a monthly electronic newsletter with assistance from a copy editor.
- Serve as Project Manager for an annual magazine, under the direction of the Director of Communications/Global Impact Adviser and the Marketing Consultant, communicating with authors, coordinating publication, and other associated tasks.
- Assist with communications related to various special events.
- Work collaboratively with other departments to promote the School with strategic vision and a brand identity.
- Report to the Director of Communications/Global Impact Adviser.
- Perform other duties as assigned by, and in support of, the Head of School.

Essential Duties and Responsibilities at St. Luke's (8 hours/week):

- Develop and build a social media strategy that connects with multi-generational demographics.
- Maintain a social media presence for each demographic, posting in a regular and timely manner on a variety of social media platforms.
- Collaborate with the Rector and program heads to stay current on relevant church activities.
- Work with parishioners on a weekly basis to acquire current social media assets.
- Collaborate with the web designer to ensure coherency between the website and social media postings.
- Review monthly social media analytics and make adjustments to the strategy as needed.
- Collaborate with virtual worship producers to post and maximize the benefits of this asset.
- Attend church at least two Sundays a month on average (9:30 - 11:30)

The candidate will possess the following:

- Understanding of social media analytics and SEO
- Proficiency with all Social Media platforms (Facebook, Instagram, Twitter, LinkedIn), as well as Hootsuite (and/or Hubspot, Buffer)
- Excellent written and verbal communication and copyright skills, including understanding of specific social media word limitations, unique characters, trending topics and hashtags.
- Strong interpersonal, organizational, with attention to detail and follow through.
- The ability to collaborate easily and openly with others, while also being self-directed, in a fast-paced, results-driven team.
- Excellent judgment and responsiveness.
- The ability to maintain confidentiality.
- An innovative, growth mindset.

- Knowledge of diversity, equity, and inclusion practices and commitment to ongoing growth in this area.
- Availability to attend occasional night or weekend events
- Experience in an independent school or college environment preferred

Education & Experience:

- A bachelor's degree in a related field.
- 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.

Founded in 1934, Rocky Hill Country Day School is an independent, coeducational, college preparatory day school in East Greenwich, RI made up of 300 students in nursery through grade 12. To learn more about our community, please visit www.rockyhill.org. Our waterfront campus is on the Potowomut peninsula and offers a unique setting, where students and faculty alike demonstrate a sense of energy, imagination, and entrepreneurial spirit. Rocky Hill Country Day School stands firmly behind the principle that the admission of students, the employment of faculty and staff, the operation of programs, and the governance of the School be open to all who are qualified regardless of race, creed, color, national origin, ethnic origin, or sexual orientation.

If interested, please send a cover letter and resume **BY EMAIL ONLY** to drich@rockyhill.org.