

Digital Communications Coordinator

Communications Coordinator will be expected to **plan and execute digital communications and social media strategies, create and publish content to a variety of platforms, and interact with Mirowitz communities and audiences.**

- Design, create and implement a comprehensive communications strategy for the school, with consideration for all audiences and stakeholders
- Manage and monitor Mirowitz media channels (Facebook, Instagram, Twitter, Linked In, YouTube, Spotify, and Pinterest) while implementing Mirowitz's communications strategy, curating content, and maintaining the Mirowitz voice.
 - Develop a work plan which includes curricular and after-school activities, sporting events, family events and holiday celebration.
 - Develop written and photographic content and campaigns targeting prospective and current families, donors, the Jewish community and the Jewish day school network.
 - Post and interact with constituents daily.
 - Manage social media management software.
 - **Monitor, track, and report on social media metrics** using analytics tools such as Facebook Insights and Google Analytics.
- Work with Director of Marketing to develop graphics for social media and other marketing materials. Familiarity with Canva a plus.
- Implement updates to the school's website as instructed by content managers.
- Oversee online marketing efforts using SEO tools.
- Serve as an alternate for the emergency notification plan.
- Work with Director of Admissions & Marketing on e-newsletters including semi-weekly "Mah Chadash" and weekly "This Week @ Mirowitz".
- Work with Director of Admissions & Marketing on the production of videos that are developed with internal resources or external partners, and develop a strategy to maximize these assets.
- Work with Director of Development on messaging for campaign materials.
- Engage in professional development to remain current in best practices of independent school communications, emerging social media technologies, and effective marketing strategies, as well as the changing interests of prospective audiences and the changing competitive landscape.
- Performs other duties as assigned by the Director of Admissions & Marketing.

REQUIREMENTS:

- Bachelor's degree and relevant experience in digital media and marketing
- Strong interpersonal skills and the ability to build relationships and work collaboratively as part of a team
- Outstanding writing and editing skills with a demonstrated ability to communicate effectively and engage readers of different constituencies including parents, alumni, donors, faculty/staff, Board of Directors, and community members
- Demonstrated success in project management
- Impeccable attention to detail.
- Strong creative, strategic, interpersonal and organizational skills.
- Strong self-motivation and the ability to work independently and creatively to implement new ideas and initiatives
- Strong customer service orientation and exceptional judgment.
- High degree of integrity and confidentiality, and dedication to the mission of Mirowitz

Additional desired qualifications:

- Knowledge of Jewish community, culture, heritage and traditions.
- Prior experience in an independent school setting.