



Creative Content Coordinator

The Creative Content Coordinator supports and executes the school's strategic communications and marketing goals. This person is a highly motivated self-starter with experience generating compelling written and visual content for a variety of audiences.

DUTIES:

- Produce creative and meaningful written, photo, and video content for both electronic and print publications.
- Document myriad school events during and after school hours and on weekends, including but not limited to sporting events, concerts, performances, outings and trips. Manage and build the school's media library.
- Manage Nichols School website and train faculty and staff to manage and update the site.
- Engage parents, alumni and other constituencies with compelling content by managing the school's social media presence.
- Work with external agency of record, graphic designer, printer and others to create and execute creative projects, as needed.
- Serve as a gatekeeper for creative and visual direction, namely ensuring graphic and design standards are being maintained.
- Contribute to a communications plan to support the school's strategic communications and marketing goals. Help develop strategies for digital communication, use of inbound marketing, social media management, and engaging and relevant photography and video creation.

SKILLS AND QUALIFICATIONS:

- Enterprise, initiative and creativity to generate content with minimal guidance and supervision.
- Graphic design, digital photography and video production skills.
- Excellent written and oral communications skills.
- Strong organizational skills and an ability to manage multiple projects in a deadline-driven environment.
- Fluency with photo and video editing software.
- Experience with web content management systems and graphics design.
- Team-oriented mindset and excellent interpersonal skills.

Send cover letter, resume and references to jlclarey@nicholsschool.org.