



# Digital and Social Media Specialist

## Start Date: February 2022



Lower School Campus (Nursery-Grade 5) • 228 Old Gulph Road • Wynnewood, PA 19096  
City Avenue Campus (Grades 6-12) • 1101 City Avenue • Wynnewood, PA 19096

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## **Friends' Central School Overview**

Friends' Central School is an independent, coeducational Quaker day school founded in 1845 and serving approximately 775 students in Nursery through grade 12. Located in the Philadelphia suburbs, the School has two campuses. The Middle & Upper Schools are located just outside of West Philadelphia in Wynnewood, and the Lower School is on our Old Gulph Road campus in the heart of Wynnewood.

The exceptional faculty at Friends' Central offers a curriculum that cultivates the intellectual, spiritual, and ethical growth of our students. Our pedagogy is grounded in continuing revelation, reflection, integrity, and a willingness to accept responsibility. From Nursery to grade 12, our students participate in a process designed to foster creative, critical, and flexible thinking, along with compassion. As they transform from playful children to skilled, self-possessed teenagers, they are always intellectually curious and engaged thinkers. Friends' Central prepares graduates to succeed in college and in life.

## **Digital and Social Media Specialist**

Friends' Central School seeks a Digital and Social Media Specialist. This is a full-time position beginning immediately. Candidates should have a bachelor's degree and demonstrated experience through personal or professional use.

The Digital and Social Media Specialist is a full-time member of the Communications team and reports to the Director of Communications. A successful candidate will have both a technical and strategic understanding of social media, strong video recording and editing capabilities, and most importantly, an appetite for learning and excelling in a demanding environment. Strong interpersonal and communication skills and a collaborative work style are also essential.

### **Responsibilities include:**

- Partnering to create and implement Friends' Central's social media strategy
- Creating and tracking website, social media, and analytics and assessing areas for improvement
- Creating video, photographic, and written content for multiple platforms, including School website, blogs, and social media platforms
- Supporting inbound marketing content and strategy
- Documenting and highlighting school events via photography, videography, social media, and news stories
- Organizing and uploading photo galleries
- Continuous improvement of website

- Remaining at the forefront of media strategy and web trends
- Web and social media marketing
- Event work
- Other duties as assigned

**Qualities:**

- Highly organized and detail oriented
- Active and engaged with current social media trends
- Ability to multitask
- Strong writing skills
- Creative, with a strong design sense
- Eager to learn
- Collaborative team player
- Knowledge of and experience with content management systems
- Highly productive
- Flexible
- Institutionally focused and community oriented
- Willingness to work occasional nights and weekends
- Knowledge of Adobe Suite, iMovie, FinalCut Pro, blogging, and database systems preferred

Interested applicants should send a resume and cover letter to [communications@friendscentral.org](mailto:communications@friendscentral.org).

*Friends' Central School seeks candidates with a commitment to fostering an inclusive learning community who will address issues of diversity, as well as enhance the Philosophy of Inclusivity and Awareness articulated in our [Diversity Statement](#).*

