



Position Title: **Manager of Story and Content Development**

Last Updated: August 2022

Reports To: Director of Communications

Status: Permanent Full-time
Exempt-Salary (not eligible for overtime)

Schedule: Calendar Year: Base 40 hours per week
Actual hours will be assigned per the needs of the department
Some weekend and special event coverage as necessary

Benefits: Full Benefit Eligibility
Tuition Remission Eligible – No

Summary Description: The Manager of Content and Story Development is part of a collaborative and fast-paced four-person team in the Communications Office. The position requires writing, editing, and social media expertise, excellent interpersonal and project management skills, and an ability to work both independently and collaboratively on a wide range of projects. The ideal candidate should have a firm grounding in all of the above skills, and be a quick study, who likes managing multiple projects, synthesizing information, dealing with many different types of people, and creatively telling the story of the school, its students, and alumni. The position is best for a person who wants to be part of a creative team and be excited about all aspects of independent school communication.

Primary Job Responsibilities:

- Be the department’s main in-house writer, creating clean, well-written, and lively copy for a wide array of publications, including print, web, emails, and social. Write and be the point person for the weekly parent email and other school emails as needed. Keep finger on the pulse of all that is happening at the school, suggesting and authoring about great stories.
- Play a significant role in working on the alumni magazine and other publications, including editing sections and fitting copy, coming up with story ideas, interviewing alumni, and maintaining alumni of interest list.
- Support quality and high standards in all our work, including proofreading, editing, maintaining the copy style guide, and working with freelance writers and copy editors as needed.
- Oversee all school social media, keeping it fresh, relevant, and timely. Create guidelines and content calendars in conjunction with Director of Communications and other departments/contributors. Be our resident expert on what is current and effective as social media practices changes. Keep our standards high, and our approach fresh and appealing.
- Working in conjunction with the Director of Communications, track all communications projects from development to closure, including helping to create schedules and charts, prioritizing projects, tracking projects, and hunting down information as needed.
- Serve as initial point of contact for the Communications Department, including directing requests to appropriate staff, responding to project inquiries, general information requests, and being a friendly helpful ambassador for the department
- Support all marketing strategies of the team, including working with our Admission team, writing press releases, and any work that raises the school’s profile externally.
- Manage small to medium projects solo, as assigned by the Director of Communications

- Be an idea generator! Come up with creative ideas to support all internal communication channels, including print, social, web, email, and marketing pieces
- Assist with campus and advancement events, as needed

Additional Responsibilities:

- Required to wear proper attire, consistent with school’s dress code at all times and to maintain positive attitude and appearance in accordance with department/school standards.
- Must maintain high level of personal hygiene and cleanliness at all times
- All school employees have some responsibility for reporting inappropriate behavior to School Administration in order to maintain a safe learning environment
- All school employees must acknowledge receipt of the current Williston Employee Handbook and are responsible for reviewing the contents and must abide by rules, policies and procedures stated in the document
- Other duties as needed/assigned by the Director of Communications

Qualifications:

- Three to five years’ experience working in roles that involve some combination of communications, writing, social media, project management, and working as part of a collaborative team
- Expertise in overseeing social media channels a plus
- Must have excellent writing ability and a way with words; able to proofread and fact-check, and take feedback on writing. Must love coming up with ideas and fresh approaches
- Must be detail-oriented, creative, flexible and motivated by challenges. Must have demonstrated ability at project management and organization, ideally including using project management systems.
- Must be able to work intuitively and independently on multiple projects simultaneously and work well under limited time constraints and competing deadlines
- Must have a solid working knowledge of communications tools and an ability to master new technologies. Experiencing using Indesign, WordPress, Hubspot, and PhotoShop a plus, but more importantly, you must be able to learn new tools quickly and well.
- Must have demonstrated interpersonal and communication skills required to successfully interact with diverse staff, faculty, students and other constituents of the School. Must be willing and able to collaborate, be solution-oriented, and maintain a sense of humor.
- Must have the ability to work in a school environment by successful completion of all legally required and school required background checks including the state mandated CORI, Criminal Offender Record Information, SORI, Sex Offender Record Information, a general background check as well as a Fingerprint based criminal background check
- Must participate in annual harassment awareness training as a condition of employment
- Positive appearance, attitude and presentation with a strict sense of confidentiality
- Regular consistent attendance and punctuality is required as a condition of employment

Physical Qualifications:

The person in this position:

- Regularly communicates with other staff, brokers, vendors, visitors in person, via phone, email, etc. and must be able to convey accurate information in these situations
- Occasionally moves small/medium sized items that may weigh up to 25 pounds
- Is capable of moving about the offices to access files and/or office machinery
- Regularly operates computers or other office machinery, i.e. calculators, copy machines, printers
- Observes, recognizes, identifies other staff, brokers, vendors, visitors
- Is capable of remaining in a stationary position, (i.e. sitting, standing), for extended periods of time

Working Environment:

- The work environment is usually moderately quiet; however, variations in noise level may occur when employee attends school functions such as assemblies, school dances, and other events
- The environment may at times be hectic with frequent interruptions

Limitations and Disclaimer

The above job description is meant to describe the general nature and level of work being performed; it is not intended to be construed as an exhaustive list of all responsibilities, duties and skills required for the position. This job description reflects administration's assignment of essential functions; and nothing in this herein restricts administration's right to assign or reassign duties and responsibilities to this job at any time.

All job requirements are subject to possible modification to reasonably accommodate individuals with disabilities. Some requirements may exclude individuals who pose a direct threat or significant risk to the health and safety of themselves or other employees.

This job description in no way states or implies that these are the only duties to be performed by the employee occupying this position. Employees will be required to follow any other job-related instructions and to perform other job-related duties requested by their supervisor in compliance with Federal and State Laws.

Requirements are representative of minimum levels of knowledge, skills and/or abilities. To perform this job successfully, the employee must possess the abilities or aptitudes to perform each duty proficiently. Continued employment remains on an "at-will" basis.