



**Title:** Social Media Assistant

**Supervisor:** Marketing Director

This position works for Dohn Community High School and all its affiliates within the Cincinnati Charter School Collaborative (DAMPE School, EESA , Priority HS, DAVA, HBCU Prep Academy).

**These charter schools are unique entities, each focusing on educating & developing inner-city, at-risk youths through a variety of programs and academia.**

**The main purpose of the Social Media Assistant is to market and promote these charter schools (including their events, programs and student successes) to community partners, donors, parents and students.**

### **Responsibilities**

Under the guidance of the Marketing Director, the Social Media (SM) Assistant...

- Is responsible for the implementation of the school district's SM strategy and the day-to-day management of all SM accounts
- Oversees interactions with the public on a variety of social platforms
- Writes, edits, and produces creative and engaging SM content (with compelling visuals) that supports student recruitment, retention, community-building, and elevates school's reputation and brand
- Promotes development campaigns on SM as it pertains to fundraising and donor relations
- Analyzes data and identifies trends in user interactions that will inform content development and community interactions in meaningful ways
- Develops SM content calendars for each school quarter as determined by Marketing Director
- Creates methodology to ensure that the SM calendar includes balanced content that is consistent with the district's brand identity, audiences, and priorities
- Uses analytical tools and insights to monitor, report and evaluate the SM accounts' performance, making adjustments for optimal results
- Producing digital ads aligning with development and marketing campaigns
- Technical prowess in setting up, maintaining and consolidating SM channels
- Stays current on best practices and emerging trends
- Performs miscellaneous job-related duties as assigned
  - May include live event SM promotion

## **Key Qualifications**

- The successful candidate is an excellent communicator who is self-motivated, detail-oriented, resourceful, organized, adaptable, efficient, collaborative, and highly creative
- The Social Media Assistant position requires excellent writing and editing skills, and proficient data analytics experience to drive account growth, engagement, and impact
- Expert knowledge of SM platforms including Facebook, Instagram, LinkedIn, YouTube, Twitter, and TikTok
- Experience using SM management systems, such as Sprout Social and/or Hootsuite
- Ability to multitask, manage timelines, and meet deadlines
- Ability to work independently and within a team to develop content ideas and follow them through to completion
- Proficiency in Adobe Creative Suite - G Suite is a must
- Creativity and graphic design experience a must
- Bachelor's degree and at least two years of professional experience managing and developing content for SM accounts for a business or organization
- Previous experience in education marketing a bonus

This is a full-time, year-round position, on location at the Dohn CHS East Campus (Melrose Ave).

*Please submit your resume & references to:*

***Diana Puppini, Marketing Director: [dpuppini@dohncincy.org](mailto:dpuppini@dohncincy.org)***

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**EOE**