



Social Media Specialist (Part-time)

Position Summary:

The **Part-time Social Media Specialist** will use specialized knowledge and skills obtained through education and experience to implement, maintain and manage the daily internal and external communication efforts. This position will report to the Advancement and Marketing Director.

Personal Qualifications:

The qualified individual is expected to demonstrate patience, humility, integrity, and kindness while performing his or her daily duties.

In faithful living, you are expected to:

1. Be committed to a consistent, daily walk with Jesus Christ.
2. Believe that the Bible is God's word; standard for faith and daily living
3. Model biblical principles in attitude, speech and actions toward others. (Luke 6:40)
4. Demonstrate by example, the importance of Scripture study, prayer, witnessing, and unity in the Body of Christ.
5. Agree with the school's Statement of Faith and Christian philosophy of education.

Duties and Responsibilities:

- Promote, publicize and archive news, activities and successes in learning, teaching and student achievement through various communication platforms.
- Manage school's various social media accounts.
- Disseminate information when necessary in response to media inquiries.
- Collaborate with school personnel to plan and publicize school events or activities.
- Lead internal and external communication efforts including print publications, web sites, electronic communication, community engagement, media and video productions.
- Create and deliver print and electronic communications that are aligned with PCA brand strategy.
- Provide staff support as needed for posting of events on school social media platforms
- Assist in the production and distribution of regular and special school publications (i.e., newsletters, information brochures, handbooks, directories, maps, notices, etc.)
- Attend meetings and events to plan and gather information/media for publication.
- Perform other related duties, as assigned, for the purpose of ensuring an efficient and effective communications plan.



Position Requirements:

- Bachelor's Degree preferred, Associate Degree required.
- Minimum of 2 years of professional communications experience required.
- Excellent web-based and Social Media computer skills is also required.
- Must be flexible and a self-starter, with the ability to multitask and focus on key details.
- Strong organization, communication, and interpersonal skills.
- Demonstrated skills in writing and editing.
- Ability to work with diverse stakeholder groups.
- Experience with web design, maintenance, and graphic design.
- Extensive knowledge of social media and emerging communication platforms.
- Competencies in desktop publishing skills and graphic production/design.
- Experience with Google Suites and Adobe Creative Suite programs.

Note: School policy requires that each successful applicant be free of past serious legal infractions as determined through a criminal record check with local, state, and federal law enforcement agencies.