**Digital Media Specialist**

**Job Summary**

The Digital Media Specialist (DMS) is highly creative, forward-thinking, and organized. The DMS interacts with targeted virtual communities and network users to promote our school and provide customer care services to new audiences. The DMS must be able to create consistent, meaningful content on all social media platforms as well as for our website and marketing campaigns.

**Digital Media Specialist Duties and Responsibilities**

* Build and execute digital and social media strategy and campaigns through research, benchmarking, messaging, and audience identification based on Personalized Education philosophy and student demographics.
* Write, develop, and strategize all online content production and scheduling
* Assist with crisis management, student/parent concerns and reviews on social media platforms
* Generate, edit, publish, and share content daily (original text, images, video, and HTML)
* Build meaningful connections and encourage community membership through dialog and messaging (eg. phone, emails, text and video chats, social media messaging, etc…)
* Create and maintain company digital and social media pages and profiles with focus on building positive reviews across each platform
* Moderate user-generated content and messages appropriately, based on company and community policies
* Collaborate on and implement social media marketing plan and editorial calendar
* Track and analyze analytics reports to gain insight on traffic, demographics, and effectiveness; utilize this information to positively affect future outcomes
* Collaborate with other departments to manage company reputation, coordinate student gatherings, and increase reach
* Regularly track and get insights into competitors’ strategies.
* Stay up to date with digital and social media technologies and latest trends.

**Digital Media Specialist Requirements and Qualifications**

* Bachelor’s degree in marketing, communication, or related field
* 2+ years’ experience in digital marketing and social media preferred
* Good knowledge of Photoshop, Final Cut Pro, or other media editing software
* Strong familiarity with the business applications of social media platforms (Facebook, Twitter, YouTube, LinkedIn, etc.)
* Knowledge of content management and web design best practices including html coding
* Understanding of social media metrics; able to interpret the results and take action to increase effectiveness of social media campaigns
* Strong written and verbal communication skills
* Great critical thinking and Problem solving skills.
* Team player
* Excellent time-management skills
* Excellent interpersonal and communication skills