

THE HARVEY SCHOOL

Communications Associate

The Communications Associate reports to the Director of Marketing & Communications and supports schoolwide internal and external communication and marketing efforts including content management, social media, website, photography, video, and email messaging. This is a year-round, full-time position without supervisory responsibilities.

Responsibilities include:

- Covering campus events to provide content and images for news stories, website news posts, social media posts, newsletter, and magazine
- Forming relationships with faculty and staff to keep up-to-date on what is happening in the classrooms and on campus
- Manage School's social media accounts including creating posts, monitoring messages and responding, and implementing marketing strategies
- Manage the Vidigami photo library
- Photography of campus events, student activities, and athletic games
- Collaborate with yearbook staff to share photos
- Assist with the writing and posting of news stories and athletic game reports
- Set up weekly electronic newsletter for current families, students, and faculty /staff working
- Create monthly alumni electronic newsletter working with Alumni office on content
- Assist with marketing objectives including tracking ad schedule, reaching out to media outlets, and managing ad deadlines
- Assist with sharing news stories and press releases with media outlets
- Assist with development emails, printing and mailing of solicits and acknowledgements as needed

Qualifications:

- Bachelor's degree or equivalent
- At least two years of relevant experience in a communications / marketing related role
- Experience working with website development (preferably Finalsite Composer), Photoshop, Canva, InDesign, Vidigami, or other creative software
- Strong working knowledge and experience with Instagram, Facebook, and Twitter
- Strong visual esthetic including design and photography
- Video production experience and editing a plus
- Must be comfortable interacting with faculty, students, and getting into the action around campus
- Strong writing skills with experience writing blogs a plus
- Willingness to work flexible hours when necessary to cover after school events and athletics

- Outstanding interpersonal and communication skills, with a professional yet warm and empathetic approach
- Strong organizational skills and attention to detail
- Ability to communicate clearly and effectively, verbally and in writing
- Positive attitude, team player, flexible and collaborative approach, and a sense of humor

Send cover letter, resume, and three references to employment@harveyschool.org