

### **Creative Content Manager**

Pingree School is a dynamic and aspirational, independent, all-gender day school on the North Shore of Boston, located on a beautiful 100-acre campus in South Hamilton, where approximately 385 students in grades 9 through 12 solve problems, build community, and learn how to learn. Pingree School empowers every community member to pursue knowledge with courage and imagination, thrive in joy and challenge, and create a more just and equitable world. Committed to developing global citizens, Pingree actively seeks faculty and students of character and intelligence from diverse social, ethnic, and socio-economic backgrounds.

Pingree School is seeking a creative, proactive, and engaged Creative Content Manager to join the community in July 2023. The work of this digitally savvy communications professional will reinforce Pingree's mission and strengthen its marketing efforts in three primary areas: admissions recruiting, advancement, and institutional reputation. This role will support the execution of an integrated multi-channel communications strategy that uses print, digital, and multimedia content to craft compelling personalized experiences. Reporting to the Director of Communications and Marketing, this role collaborates across the entire school community to support a wide array of marketing and communications initiatives that advance and promote Pingree School's mission. The successful candidate will have a keen eye for finding compelling stories in campus life and deep knowledge of principles, tools, and best practices of communications and marketing. This is a 12-month role.

#### **Key Responsibilities include:**

**WEB MANAGEMENT/DIGITAL COMMUNICATIONS:** As the primary point of contact for Pingree's website, this role is responsible for updating and publishing content, maintaining email distribution lists, and troubleshooting problems. This role manages the pipeline of mass email communications and end-to-end production, providing faculty/staff with hands-on editing and support to shape messaging as necessary. Additionally, the Creative Content Manager leads the development and distribution of Pingree's weekly e-newsletter and the Head of School's blog.

**CONTENT CREATION/MANAGEMENT:** Report and generate original stories that support strategic goals, illustrate campus life, and demonstrate the value of a Pingree education. The Creative Content Manager will develop written and multimedia content for print and digital communications channels, including the school website and *Pingree Magazine*, weekly e-newsletters, social media, and others as required. They will also edit and proofread marketing materials, publications, press releases, and administrative messages prior to distribution. This role works closely with the school photographer to ensure photo coverage for major school

events (e.g. special events, guest speakers, and assemblies), editorial projects, and environmental signage.

**SOCIAL MEDIA/MEDIA MONITORING:** This role oversees the implementation and advancement of Pingree’s social media strategy and manages its day-to-day operations. Beyond story development, responsibilities include maintaining the editorial calendar, scheduling content, responding to online inquiries, social listening analysis, news monitoring and developing social campaigns. The selected candidate will also serve as a campus resource for other administrative and academic offices seeking to use social media effectively.

We are seeking a candidate who will engage fully in the life of school. Effectively covering campus life will require regular attendance at morning meetings, assemblies, performances, and major events. The successful candidate will be available for periodic evening and weekend events.

**Qualifications include:**

- 3+ years experience in a communications or role;
  - Digital and social media marketing experience preferred;
  - Experience with an independent school or higher education is a plus;
- BA/BS in marketing, communications, or related field;
- Excellent verbal and written communication skills;
- Exceptional understanding of the digital space: familiarity with content management systems; email marketing; and mastery of social media principles, best practices, and tools, including experience executing digital campaigns;
- Meticulous attention to detail and concern for accuracy;
- Proven experience in managing complex projects, juggling multiple priorities, and adhering to deadlines;
- Proficiency in Adobe Creative Suite, Google Apps (G Suite) and Asana or similar project management collaboration tools preferred;
- Ability to communicate effectively with people of all levels and work well as part of a team;
- Must meet professional and behavioral expectations as outlined in our mission statement and core values;
- Readiness to work evening and weekend hours periodically.

To apply for this position, please send a cover letter and resume, along with contact information for two professional references to Laura Ogden, Director of Human Resources, at [logden@pingree.org](mailto:logden@pingree.org).

Pingree School is proud to be an equal opportunity employer. Pingree does not discriminate against applicants or employees on the basis of race, sex, pregnancy or pregnancy-related condition, color, religion, national origin, age, ancestry, sexual orientation, disability, gender

identity or expression, veteran or active military status, genetics, natural or protective hairstyle, or any other category protected by state, federal or local law.