



**Pinewood Preparatory School** (Summerville, SC) seeks a new **Digital Communications Specialist**

Interested candidates should contact **Dr. Daniel Seiden, Head of School** [dseiden@pinewoodprep.com](mailto:dseiden@pinewoodprep.com)

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**The Opportunity:**

The Digital Communications Specialist will lead content creation and communication with our various school stakeholders. They will work with the administrative team to develop and execute social media strategy and marketing opportunities across multiple platforms.

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**Responsibilities & Duties:**

- Design digital media campaigns aligned with strategic goals
  - Manage end-to-end digital projects (e.g. photos, short videos, website, blogs, press releases, etc.)
  - Establish our web presence to boost brand awareness
  - Maintain a strong online identity through social media
  - Partner with various departments like Admissions and Development to ensure brand consistency
  - Suggest and implement marketing methods to increase awareness and stakeholder engagement (i.e. parents, alumni, grandparents, and prospective families.)
  - Stay up-to-date with digital media trends
  - Oversee student volunteers to create content and leverage their talent as part of the school's communications strategy
  - Possibility of teaching an elective course or serving in advisor capacity
  - Perform other related duties as directed by the Head of School
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### **Core Qualifications and Credentials:**

- Bachelor's or Master's degree in Communications, Marketing, Journalism, Business, Computer Science, or related field of study
  - Desire to showcase the work of educators and be part of an academic institution with high standards
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### **Key Qualities of a Successful Candidate:**

- Collegial and eager to collaborate in a positive partnership with faculty, students, and external stakeholders
  - Exemplary verbal and written communication skills
  - Extensive knowledge of social media platforms and editing software (e.g. Photoshop, Final Cut Pro, Premiere Pro, Audacity, or other media editing software)
  - Time management skills
  - Creativity
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### **To Apply**

Qualified candidates who are interested in applying should submit the following materials electronically as separate documents (preferably PDFs) **in one email:**

- A one-page cover letter expressing interest in this position
- A current resumé
- A list of three professional references with name, phone number, and email address (references will be contacted only with prior candidate approval)

All materials should be sent in one email to:

Dr. Daniel Seiden, Head of School at [dseiden@pinewoodprep.com](mailto:dseiden@pinewoodprep.com)

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The School embraces a doctrine of fairness and nondiscrimination in its employment processes and every aspect of school life. Pinewood is an Equal Employment Opportunity/Drug-Free Work-Place and is committed to building a diverse community dedicated to the individual academic, social, and emotional needs of every student. The School seeks passionate professionals with teaching experience in their field, who are willing to work hard and to share in the full life of the school, both in the classroom and beyond.