



EDEN CHRISTIAN ACADEMY

Job Description

Title	<i>Digital Marketing and Communications Specialist</i>
Reports to	<i>Director of Marketing and Communications</i>
Type of position	<i>Non-exempt, 12 month, part-time, 3 days a week</i>
Location	<i>ECA Administrative Offices, 206 Siebert Road, Pittsburgh, PA 15237</i>

Position summary

The Digital Marketing and Communications Specialist reports directly to the Director of Marketing and Communications and is responsible for creating ECA's Website and maintaining the site, email communications, and social media with timely, accurate, and professional digital content in line with the school's mission

This is a part-time position, three days a week although the incumbent must be able to work evenings or weekends as needed.

Specific responsibilities to advance these priorities include the following:

- Manage all content for ECA's website
 - Produce as directed, content for ECA website
 - Maintain up to date digital school calendars
 - Implement and manage google analytics to collect visitor data
- Manage content for ECA Social Media Presence
 - Create content
 - Post provided content from campuses, athletics, and other programs
 - Implement and schedule posts with an approved social media calendar
- Assist in distribution of email communications
- Attend and photograph school events
- Support fully the mission of ECA
- Perform other duties as assigned by Director of Marketing and Communications

Physical Requirements to Fulfill the Essential Functions of this Job

- Prolonged periods of sitting at a desk and working on a computer.
- Must be able to lift 15 pounds at times.
- Climb the stairs to reach the offices on higher floors at the Berkeley Hills campus.

Qualifications

- Have a mature relationship with Jesus Christ as his/her personal Lord and Savior and be active in an evangelical church.
- Be a Christ-like model for students in attitude, speech, and actions toward others (Luke 6:40)
- Be supportive of the school's mission and doctrinal statements.
- Acceptable PA DOE employment clearances dated within one year: FBI Fingerprint/ Act 114 Federal Criminal Background Check (Identogo Service Code 1KG6TR), Act 151 State Child Abuse Background Report, and Act 34 PA State Police Background Clearance
- Basic personal computer skills (Gmail, Word, Excel)
- Advanced Web Skills (simple coding, seo, interface with website architecture, understanding of digital marketing)
- Experience with digital marketing campaigns across multiple digital platforms
- Experience with digital data collection and analytics to assess effectiveness of marketing and web presence

- Possesses strong organizational and time management skills
- Demonstrates effective skills in marketing, communication, and public relations
- Possesses strong writing and editing skills
- Exhibits the technical ability to create content utilizing industry standard software as well as identify and generate creative story ideas
- Is experienced in traditional branding techniques

Compensation

- Hourly pay commensurate with qualifications.
- Benefits for PT 12 month employees working 24 hours include: 50% tuition discount, vacation and sick day accrual per handbook rates.