<u>The Buckley School is a dynamic, nurturing learning community committed to equity and inclusion, and as such, seeks to hire talented employees with diverse backgrounds.</u>

Digital Content Manager

The Buckley School, Los Angeles' oldest K-12 all-gender learning institution, has an opening for a Digital Content Manager. At The Buckley School, the Digital Content Manager, reporting to the Director of Strategic Marketing and Communications, is the systems master behind all communications. Working collaboratively with the Director of Strategic Marketing and Communications; Advancement and Admission Offices; and teachers, administrators, students, and staff throughout the K-12 community, the Digital Content Manager delivers current, dynamic, and easily accessible content via the website and emails. This individual keeps the communication trains running — smoothly, on time, and with clarity and accuracy.

ESSENTIAL FUNCTIONS
Website
- Oversees day-to-day content management and design of the school's website.
- Solicits, creates, edits, maintains, and publishes key web content (e.g. calendar events, news, blog posts, events, resource boards, forms, photos, and media galleries) that is timely, accurate, relevant, and that adheres to the school's editorial style and visual identity.
- Works with Advancement and Admission teams and/or other departments to create any new pages or microsites for special events or constituencies.
- Acts as the liaison to site host, troubleshooting technical issues, establishing new features, and building out special pages.
- Oversees the implementation of any new site host; works with the web designer/developer on wireframe, building out the site, and transferring content.
- Ensures compliance with ADA and any other requirements.
- Researches and implements language options for equitable website access.

Metrics and Analysis
- Develops analytical framework and methodology to track and analyze website traffic and emails and provides regular reports to the Director of Communications and other managerial stakeholders.
- Collects data regarding email open rates, clicks on the website and embedded links in emails, advertising effectiveness, admission surveys, and other feedback from external and internal communities to present to the Director of Communications.
- Makes recommendations for SEO and keywords to members of the Communications team.
- Monitors the school's web presence across social media platforms, databases, and other online listings in partnership with the content creator.
- Monitors and manages The Buckley School's web presence on external sites such as Niche and Google.
- Updates brand guidelines (including color palette, logos, fonts, etc.); makes recommendations for Buckley's external presence and brand integrity; and ensures brand consistency across multiple platforms, print/digital materials; etc.

Emails
- Writes, edits, and distributes broadcast emails to parents/guardians, alumni, trustees, prospective families, and other constituencies as appropriate after consulting and collaborating with appropriate members of the faculty and staff.
- Gathers content from faculty, staff, parents, and students, and then creates, edits, and distributes regular bulletins, newsletters, news alerts, and other publications, including but not limited to the Week Ahead and the Good News Alerts.
- Creates and maintains updated email lists, both dynamic and static.
- Collaborates with the Technology department to analyze email infrastructure and recommend appropriate adjustments and upgrades.
- Works with the Technology department to ensure that all members of the parent community receive all emails.

Events and After-Hours
- Available to attend Buckley events on and off-campus after hours and on the weekends (Open Houses, street fairs, etc.) in a support role, helping to coordinate and organize everything from set-up to clean-up, if necessary.
- Reachable and available evenings and weekends if needed, to respond to emails, participate in phone or Zoom calls, make adjustments to the website, or send emergency emails.

EXPERIENCE and QUALIFICATIONS
- Models the highest standards of professionalism and creates warm, uplifting, and trusting working relationships marked by humor, positivity, humility, empathy, excellent emotional intelligence, extraordinary interpersonal skills, and collaboration.
- Demonstrates great individual integrity, initiative, self-awareness, commitment to personal and professional growth, and the ability to receive and apply feedback.
- Relishes the joys and challenges of working with K-12 students and faculty in an independent school environment committed to DEI.
- Demonstrates adaptability, dependability, good judgment, strong social skills, impressive communication skills in writing and speaking, and the ability to read, assess, imagine, evaluate, calculate, & make wise decisions.
- Models a growth mindset and continuous learning.
- Demonstrates strong and timely communication skills in person, in writing, by phone and through other electronic means (such as Zoom), including the ability to write, proofread, and edit.
- Thinks and acts strategically and creatively.
- Outstanding project management skills including ability to manage multiple projects simultaneously and follow through in a timely manner.
- Demonstrated experience maintaining and building web pages using a Content Management System.
- Familiarity with HTML, CSS, SEO, and database management.
- Outstanding attention to detail.
- An understanding of metrics, analytics, and tools to measure the effectiveness of online initiatives.
- Ability to organize and prioritize workload in a timely manner.
- Ability to prepare multimedia assets (photo, video, audio) for the web.

- Familiarity with Blackbaud, Microsoft Office, Google Workspace, Adobe Creative Suite (e.g., Photoshop, Illustrator, InDesign) and video editing software (e.g. FinalCut Pro, Adobe Premiere, iMovie).
- A keen interest in exploring new and old technologies in the continual evaluation of the most appropriate and effective communication strategies.
- An enthusiasm for staying educated about best practices in the use of technologies at independent schools.
- Superb creative and organizational skills and ability to work in a fast-paced, collaborative environment.
- Independent school or higher education experience preferred.
- Bachelor's degree required.

SKILLS AND KNOWLEDGE
- Excellent verbal and written communication skills, including the ability to proofread and edit.
- Exceedingly strong attention to detail.
- Excellent organization, time management, multi-tasking and follow-through skills.
- Ability to plan and prioritize, including the ability to anticipate needs and challenges and respond in the moment.
- Knowledge of and proficiency with technology, specifically Google Suite, Microsoft Office, Outlook, internet navigation, databases, zoom, and the capacity to learn new and evolving technology.
- Demonstrated ability to work collaboratively with diverse constituencies.
- Flexibility to occasionally work long hours, including attendance at weekend and evening events.
- Ability to learn new skills and adapt to changing conditions.

COMPENSATION
$65,000 - $73,000 per year depending on experience.

The base salary is separate from fringe benefits, such as retirement contributions, daily lunch, on-site parking, contributions to medical, dental, vision, life/AD&D plans, our generous time off policy, or potential stipends (for eligible employees). Our pay ranges are reasonable estimates of what the School anticipates paying for a role but are not guaranteed. If hired at The Buckley School, your actual base salary will be determined by your education and experience.

TO APPLY
Interested candidates should send their resume and cover letter to ssacon@buckley.org. In the cover letter/email please explain how you have included diversity, equity, and inclusion in your work with students or colleagues.

ABOUT THE SCHOOL
The Buckley School, a K-12 college preparatory school with 830 students, is one of the most respected independent schools in the Los Angeles. Buckley is known for its unique educational philosophy and vision, outlined in the Portrait of a Graduate, Strategic Plan, Mission and Commitments, which marries a whole-child approach with elements of structure, as well as for its warm, intimate educational environment.

The school's curriculum balances academics, the arts, athletics and moral education. Its creative, personalized approach to education emphasizes high academic standards for all students, and includes traditional touches that develop the character and discipline that unlock students' potential.