



Digital Media & Communications Coordinator

Position Profile

The Digital Media & Communications Coordinator manages many of the ways Oakland Christian School shares information and stories with our families and community. This includes social media, the school website, ParentSquare, digital signs and displays, and other school communications. This person works with faculty and staff throughout the school to gather information, keep communication current and accurate, and share the people, programs, events, and activities that make up life at OCS.

General Responsibilities

Social Media & Content

- Manage OCS social media accounts and regularly create and post content.
- Share photos, stories, events, student activities, accomplishments, and other highlights from around the school.
- Gather content from teachers, staff, students, parents, and alumni.
- Take photos and video as needed for social media, the website, and other school communications.
- Maintain an organized collection of school photos and digital content
- Keep the OCS website current and accurate.
- Add and update website pages, photos, stories, announcements, and other content.
- Work with staff to gather updated information for their areas of the website.
- Regularly review the website for information that needs to be changed or removed.

ParentSquare & School Communications

- Help manage ParentSquare as the school's primary communication platform for current families.
- Create and send school-wide ParentSquare posts and other communications as needed.
- Help staff use ParentSquare effectively and answer questions about the platform.
- Coordinate communication from different areas of the school so families receive clear, accurate, and timely information.
- Create and publish the weekly Campus Connection newsletter.
- Gather announcements, reminders, events, and other information for Campus Connection.

Digital Signs & Displays

- Manage and regularly update content on the school's digital sign.
- Manage content displayed on touchscreen TVs and other digital displays throughout the school.
- Work with departments to promote upcoming events, activities, announcements, and student accomplishments on these displays.



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- Make sure displayed information is current and remove outdated content promptly.

General Communications & Marketing Support

- Work with the Enrollment/Admissions Department to support marketing efforts for prospective families.
- Create and manage paid social media campaigns through Meta in collaboration with the Enrollment/Admissions Department, including developing ads, selecting audiences, managing campaign budgets, monitoring results, and making adjustments as needed.
- Create or assist with marketing materials for school programs, events, and enrollment initiatives.
- Help maintain a consistent OCS look and voice across school communications and marketing materials.
- Support other school communication and marketing projects as needed.

Administration

- Reports to Director of Enrollment

Skills & Qualifications

- Strong writing, editing, and proofreading skills.
- Ability to create clear, engaging content for social media and other digital platforms.
- Experience with Canva and basic photo and video editing.
- Ability to learn and use website, communication, email, social media, and digital display systems.
- Strong organizational skills and attention to detail.
- Ability to manage multiple projects and meet deadlines.
- Strong communication and interpersonal skills.
- Ability to work independently and collaborate with faculty and staff across the school.
- Bachelor's degree in communications, marketing, digital media, or a related field preferred.
- Previous experience in communications, social media, content creation, or a related area