



POSITION DESCRIPTION

JOB TITLE: Marketing and Communications Associate

DATE: FY25

FLSA STATUS: Non-Exempt

DEPARTMENT: Advancement

REPORTS TO: Director of Marketing & Communication

BASIC FUNCTION: This entry-level position is searching for a talented individual looking to begin a career in a fast-paced marketing and communications department for one of the premier boarding and day-student independent high schools in the state of Vermont. The proper candidate will have the opportunity to be part of a team that implements and creates positive and consistent communication and messaging for St. Johnsbury Academy to internal and external audiences via website, print, and other media outlets.

ESSENTIAL FUNCTIONS: The following reflects the administration's definition of duties and responsibilities for this job but does not restrict the tasks that may be assigned. Administration may assign or reassign duties and responsibilities to this job at any time.

DUTIES AND RESPONSIBILITIES:

- Must possess exceptional creativity and the ability to bring that creativity into the Academy's print and web collateral.
- Expert knowledge of Adobe InDesign, and a working knowledge of Adobe Illustrator, Photoshop, and Lightroom. Stay current on relevant updates for each software program.
- Significant knowledge of Microsoft PowerPoint and Google Presentation.
- Experience with WordPress and HTML.
- Photography and videography experience a plus.
- Ability to accept critique and incorporate feedback into acceptable designs.
- Develop and maintain positive relationships with colleagues and clients, both internal and external.
- Must be detail-oriented with a high commitment to the quality of the finished product. Ability to multi-task and manage several projects concurrently.
- Able to write press releases, social media posts, photo captions, and website content.
- Knowledgeable about a variety of social media platforms including, but not limited to, Facebook, Twitter, Instagram, and LinkedIn.
- Ability to work independently and be a self-starter.
- Work collaboratively to help the Advancement team achieve goals while encouraging and building mutual trust, respect, and cooperation among team members.
- Support in the development and implementation of departmental marketing and communication objectives.
- Maintain SJA Digital Asset Standards (logos, presentation templates, templates for communication and surveys, etc.).

- Continuously refresh, expand, and obtain knowledge of various software to advance the capabilities of marketing the Academy. Maintain cutting-edge knowledge of technical advancements and uses in the fields of graphic design.
- Collaborate with the admission and development offices in all aspects of advancement and recruiting efforts.
- Assist with school events, as necessary.

DAILY PROJECTS MAY INCLUDE:

- Designing social media content, signage, and event materials.
- Writing press releases, social media posts, photo captions, and website content.
- Yearbook design using the company's proprietary software and taking and labeling photos.
- Changing the school sign.
- Preparation of weekly newsletters

QUALIFICATIONS & SKILLS REQUIRED:

- A positive attitude and willingness to be a team player.
- Associate's degree required in the field of media, marketing, graphic design, or similar. Bachelor's degree preferred.
- Strong writing, listening, planning, and organizational skills; including ability to complete multiple tasks simultaneously with close attention to detail and prioritization of tasks in order to meet deadlines.
- Flexibility and initiative, as illustrated by the ability to work independently and within a team to achieve institutional goals.
- High professional and ethical standards for handling confidential information.
- Knowledge of fundamental business etiquette, customer service, and processes relating to educational agencies.

PHYSICAL REQUIREMENTS:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodation may be made to enable individuals with disabilities to perform essential functions.

Must have the ability to sit and stand for extended periods of time; exhibit manual dexterity to use a telephone, to enter data into a computer, tablet or other learning device; to see and read a computer screen and printed material with or without vision aids; hear and understand speech at normal classroom or office levels, and on the telephone; speak in audible tones so that others may understand clearly in normal classrooms, and on the telephone; physical agility to lift up to 25 pounds to shoulder height and 40 pounds to waist height; and to bend, stoop, sit on the floor, climb stairs, walk and reach overhead.

WORK ENVIRONMENT:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Duties are normally performed in a school/classroom or office environment. The noise level in the work environment is usually moderate.

Teamwork and collaboration with the advancement office is also essential. Evening and weekend hours will be required during big events such as commencement, reunion, golf tournament, and many other planned campus events.

BACKGROUND CHECK AND FINGERPRINTING: The Academy conducts criminal record checks on all candidates. We reserve the right to investigate fully any criminal or motor vehicle offense prior to consideration for employment. Job offer is contingent upon satisfactory maintenance or completion of our background and Child Abuse Registry reporting, and acceptance of our Sexual Harassment Policy.

St. Johnsbury Academy is an equal opportunity employer. SJA prohibits discrimination and harassment of any type and affords equal employment opportunities to employees and applicants without regard to race, color, religion, sex, sexual orientation, gender identity or expression, pregnancy, age, national origin, disability status, genetic information, protected veteran status, or any other characteristic protected by law. SJA is committed to providing a diverse environment, we encourage and welcome applications from candidates of all backgrounds.

I acknowledge that I have read and understand the above position description in its entirety, and I am capable of performing all the stated requirements and essential functions as outlined. If I have any questions about the duties and responsibilities that I am asked to perform, I should discuss them with my immediate Manager, Department Chair or Human Resources Director.

I have discussed any questions that I may have had about this position description prior to signing this form.

Employee Signature

Date