



Digital Communications Specialist

Located in Pasadena, California, Westridge is a forward-thinking independent school for girls in grades 4-12 that emphasizes adventurous thinking, courageous, compassionate leadership, and equity and inclusion. Our school community is vibrant and diverse and grounded in the commitment to goodness in all aspects of life and learning. We balance challenging academics and a focus on leadership development with a priority on social emotional wellness, development of one's sense of self, values, and goals, and thoughtful consideration of individuals' responsibilities to others and the world.

Westridge is seeking a digital communications specialist to play a central role in executing the school's digital media strategy and supporting fundraising and communications efforts. Reporting to the associate director of digital content, this role is primarily responsible for designing digital communications and creating digital content aimed at alumnae, parents, and donors on behalf of the school.

Specific Responsibilities Include:

- Create and distribute email communications including weekly parent e-newsletters, digital solicitations, quarterly alumnae e-newsletters, and other email marketing as needed.
- Manage all aspects of alumnae-specific social media platforms (Facebook, Instagram), including content calendar development and content creation.
- Create social media content for the school's primary social media platforms (Facebook, Instagram, Twitter, and YouTube), including photography and/or videography.
- Work closely with Advancement team to develop and execute text-to-give, mobile giving, and digital "days of giving" fundraising campaigns.
- Work cross-departmentally with Advancement and Communications as project coordinator for the development of the digital annual report website www.westridgeannualreport.org each year.
- Support the marketing efforts of the volunteer-run Summer Opportunities Fair through social media content template creation and www.westridgesof.org website updates.
- Perform website content updates as needed and manage digital form creation for events, volunteer sign-ups, and other school functions.
- Coordinate planned giving mailings and e-newsletters with third party vendor.
- Attend and support Advancement events (including special events, volunteer events, Alumnae Weekend, or other promotions) as assigned.
- Other duties as assigned.

Additional Requirements:

- Bachelor's degree in communications, marketing, business, English, or other relevant field.
- 3-4 years communications experience, non-profit setting or fundraising background a plus.
- Proficiency with Adobe Creative Suite (primarily Photoshop, InDesign, and Illustrator).
- Proficiency with email marketing and social media platforms (Facebook, Instagram, Twitter, and YouTube), as well as experience using a website CMS.
- Superior written and verbal communication skills (both long and short form), and proficiency in writing for web and direct digital communications.

- Knowledge of digital fundraising best practices and social media strategy preferred.
- Basic photography/videography and photo/video editing skills.
- Demonstrated ability to work collaboratively with cross-functional departments.
- Excellent organizational skills with the ability to self-prioritize projects and workflow, and to juggle multiple projects simultaneously.
- Supports a culture of diversity, equity, inclusion, and belonging.
- Strong attention to detail and ability to anticipate and solve problems, and work respectfully with diverse groups.
- Criminal background check and clearance required

Schedule

This is a permanent, full-time, non-exempt position and is eligible for Westridge's comprehensive benefits package that includes paid time off, medical, vision, dental, and generous 403b retirement options. Salary dependent on experience and qualifications.

Schedule: 40 hours per week as follows: Monday- Friday with flexibility to work different shifts and weekends when necessary. This is NOT a remote position.

To Apply

Send cover letter, resume, and references to Jobs@Westridge.org. Include "Digital Communications Specialist" in the subject line.

Westridge School is an equal opportunity employer. Applicants are evaluated without consideration of race, color, religion, gender, national origin, age, sexual orientation, marital status, disability, veteran status or any other characteristic protected by applicable law. For more information: www.westridge.org