



Communications Specialist, Digital

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

Specific Responsibilities Include:

- Writing and designing email communications including weekly parent e-newsletters, digital solicitations, alumnae e-newsletters, alumnae event invitations, and other email marketing as needed.
- Manage all aspects of alumnae-specific social media platforms (Facebook, Instagram, LinkedIn), including content calendar development and content creation.
- Create social media content for the school's primary social media platforms (Facebook, Instagram, and YouTube), including photography and videography.
- Write content for the school website and *Surgere* magazine, including alumnae profiles, campus news, and event coverage.
- Work closely with Advancement team to develop and execute digital fundraising campaigns and event promotions.
- 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.
- Manage and systematize Communications photo library files.
- 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 to support the Communications and Advancement teams.

Additional Requirements:

- Bachelor's degree in communications, marketing, business, English, or other relevant field, preferred.
- 3-4 years communications experience, non-profit setting or fundraising background a plus.
- Proficiency with Adobe Creative Suite

- Proficiency with email marketing and social media platforms (Facebook, Instagram, YouTube, LinkedIn), as well as experience using a website CMS.
- Proficiency with video editing software and a passion for videography preferred (or open to training)
- 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 and photo 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.

Salary & Schedule:

This is a permanent, full-time, non-exempt position with an hourly salary between \$26.44/hr and \$30.28/hr (annual salary range of \$55,000-\$63,000). Flexibility is required to work different hours and weekends for special events when necessary. This position is eligible for Westridge's comprehensive benefits package that includes paid time off, medical, vision, dental, and generous 403b retirement options.

To Apply:

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