



## Digital Communications Specialist

The Wheeler School, a N-12 independent day school with city and farm campuses serving approximately 800 students in the Greater Providence and Greater Boston areas, is seeking a **Digital Communications Specialist** to join our Strategic Communications team.

This is a great opportunity for someone who is detail-oriented; wants to be part of an educational community; can work efficiently and thoughtfully; and is excited about collaborating with colleagues to produce communications projects in alignment with audience needs and Wheeler's goals and brand.

### **Primary responsibilities include:**

- The Digital Communications Specialist will be the main staff member responsible for creating and providing our target audiences with an engaging, effective, and accessible experience across [Wheeler's public-facing website](#), community portal, affiliated websites (e.g. [Wheeler Summer](#) and [the Nest at Wheeler](#)); and weekly e-newsletter. They will manage and enhance these platforms, ensuring they always feature relevant information and content in alignment with key goals and messages.
- They will be a collaborative partner with colleagues across the school, advising on how to best make changes and additions to their areas of the website based on goals, audience, usability, and key performance indicators.
- The Digital Communications Specialist will work closely with the Daily Content Specialist to assess the effectiveness of social media content and collaborate on engagement strategies.
- They will use quantitative (e.g. Google Analytics) and qualitative (e.g. focus groups) tools to measure the effectiveness of Wheeler's digital platforms and make and implement recommendations for continual improvement.
- The Digital Communications Specialist will establish and maintain a digital asset management system for the school's photos, video, and other digital materials.
- They will assist with the creation and distribution of community emails, as needed.

### **Desired knowledge, skills, and experience:**

- B.A. in Communications, Computer Science, Marketing, Journalism or other relevant field
- Strong communication and interpersonal skills
- Self-motivated with the ability to manage multiple projects, be flexible and detail-oriented, and prioritize and meet deadlines
- Experience with engaging target audiences on a variety of digital platforms
- Knowledge of and experience with basic website content management systems (Wheeler uses WordPress for our website)

- Knowledge of and experience with email marketing and broadcast email systems (Wheeler uses Blackbaud Online Express).
- Knowledge of and experience with digital analytics programs, such as Google Analytics
- Knowledge of and experience with photo editing programs (Wheeler uses the Adobe Creative Cloud portfolio of programs)
- Knowledge of best digital accessibility practices
- Experience with digital design programs is a plus
- Appreciation for the value of working and communicating in a diverse environment and a demonstrated commitment to the development of cultural competence skills
- Availability to occasionally work during evening and weekend events

Ideal candidates for faculty and staff positions at Wheeler are people with a sense of humor, warmth, and humility. They are excellent communicators, with empathy for others and an ability to listen and respond with good intuition and with the help of colleagues. They are ambitious and hard-working, committed to supporting students by offering help and creating new opportunities. When developing curriculum and programming, our faculty and staff members are curious, striving each year to stretch and grow, to implement new ideas that improve the Wheeler experience. In the end, they love to spend their days with young people and enjoy all that the Wheeler community—creative, energetic, dynamic, and diverse—has to offer.

#### **How to Apply:**

Interested candidates should email a resume, cover letter, and three examples of their digital communications work (e.g. links to websites they've created/managed, e-newsletters they've designed; social media and/or blog posts; digital signage, etc.) to Max Pearlstein, Director of Strategic Communications, at [maxpearlstein@wheelerschool.org](mailto:maxpearlstein@wheelerschool.org) and copy [careers@wheelerschool.org](mailto:careers@wheelerschool.org) by May 20.

#### **Statement on Diversity and Cultural Competency At Wheeler:**

We actively seek students, faculty, and staff from diverse backgrounds, believing that a broad range of experiences and viewpoints enhances learning, enriches life on campus, and better prepares us all for full participation in a pluralistic, democratic society. We seek to improve our community's diversity and cultural competency through hiring.

The Wheeler School is committed to a policy of nondiscrimination and equal opportunity for all employees and qualified applicants without regard to race, color, religion, sex, sexual orientation, gender identity or expression, age, national origin or disability, and any other category protected by federal, state or local law.

#### **About The Wheeler School:**

Founded in 1889 by visionary artist and educator Mary C. Wheeler, [The Wheeler School](#) is an N-12 independent day school of approximately 800 students throughout Greater Providence and Greater Boston. Wheeler's mission, "to learn our powers and be answerable for their use," is incorporated into our classrooms, athletic fields, art studios, and STEAM labs, as students are encouraged to think deeply and explore the world on and beyond our two campuses in the College Hill neighborhood of Providence, Rhode

Island, and our 120-acre farm in Seekonk, Massachusetts. Across Wheeler's campuses and grades, dedicated faculty and staff identify students' learning path and passions, challenging and supporting them in pursuit of academic excellence, artistic expression, and personal growth. Our graduates are prepared for college and life as creative, ethical, and engaged global citizens. Wheeler is also home to [The Hamilton School](#), where skilled faculty meet students' learning differences with the individualized instruction that leads to success.

To learn more about Wheeler, please visit [www.wheelerschool.org](http://www.wheelerschool.org) and our [Careers webpage](#).