

SCHOOL LEADER • SNAPSHOT OF THE JOB DESCRIPTION**As a school leader, what does an excellent school brand ambassador look like?**

- » Understands the importance of storytelling and demonstrates passion for the school brand.
- » Recognizes and leverages the power of word-of-mouth.
- » Isn't afraid to seek help continuously from the marketing resource team.
- » Puts him/herself in the shoes of a prospect continuously.
- » Encourages shared ownership of results among the staff. Each and every person "on the bus" understands the recruitment goals at hand and the list of ways that they can support it.
- » Understands that perception is reality and marketing is everything.
- » Keeps the both the virtual (website & social media) and physical school always "ready for a showing" – the virtual school is kept up to date on a daily basis and the physical school is meets the beautification guidelines.
- » Understands the school's place in the competitive market.
- » Knows his/her target market intimately.
- » Isn't afraid to take chances and do whatever it takes to get kids (ethically, of course).

SOCIAL MEDIA REPORTER • JOB RESPONSIBILITIES

- » Shares the school's story through photos, videos and content that aligns with the school's mission
- » Writes & posts a daily status on Facebook, Instagram and Twitter (if applicable) based on the social media posting schedule and the exciting things happening at the Academy.
- » Creates the content calendar alongside the marketing team, ensuring the school's story is being shared every day.
- » Trains the school community on social media and the types of activities that are appropriate for social media reporting.
- » Insures that all grade levels are represented in social media postings throughout the school year.
- » Monitors content & conversations on social media including the response to comments and questions.
- » Acts as an advocate for the school's brand on Facebook, Instagram Twitter (if applicable).
- » Participates in quarterly Social Media Reporter training meetings.
- » Communicates with the school leader and Digital Content Coordinator on a monthly basis regarding social media progress and relationships built over social media.
- » Insures that all photos of children used in social media have the appropriate release form.
- » Demonstrates positive customer and community relations at all times with all people.
- » Maintains high levels of confidentiality concerning sensitive information.