



Bridgton Academy

The Year that Makes the Difference

DIGITAL MARKETING & COMMUNICATIONS ASSOCIATE

Full time, 12-month salaried position available immediately.

BRIDGTON ACADEMY

Bridgton Academy, established in 1808, is the nation's leading postgraduate program for boys. In the year between high school and college, we prepare young men to achieve their goals by providing unmatched college-preparatory academic instruction, NCAA-level athletic development, and a deliberate residential campus experience that fosters personal growth, self-confidence, and the independence to be successful in college and life beyond.

Located in the Lakes and Mountains region of Western Maine, Bridgton students and staff enjoy opportunities to study, work, and recreate in one of the most scenic places in New England, as well as enjoy a positive and rewarding work environment within our state-of-the-art campus facilities.

SUMMARY

The Digital Marketing & Communication Associate will serve as the primary storyteller for the Academy, using multimedia tools and writing to tell a compelling story for the school through its website, social media, and various publications. As the primary digital content creator, content editor, and writer for the school they will partner with all areas of the Academy with an emphasis on Enrollment Management and Institutional Advancement.

ESSENTIAL FUNCTIONS

Reporting to the Director for Enrollment and the Director for Institutional Advancement, the Digital Marketing & Communication Associate, will:

- Provide oversight for brand consistency and brand awareness.
- Coordinate with the Bridgton Academy Admissions Team to create and design fresh and engaging marketing and advertising content including both digital and print collateral.
- Collaborate with Bridgton Academy Advancement Team on biweekly community email newsletter, bi-annual magazine, and annual report.
- Manage and maintain the Bridgton Academy website.
- Create copy and design for print and digital materials including but not limited to, brochures, direct mail, advertising, press releases, flyers, emails, signage, and other special projects.
- Create and curate photographic and video content to maintain a compelling and current strategic presence across the school's social media channels including Instagram, Facebook, YouTube accounts.
- Assist Head of School with communications and posts as necessary.

Additional Duties

- Assist at school events, such as Registration/Orientation, Homecoming, Reunions, Auction, and Commencement.
- Some evening and weekend work and events will be required.

QUALIFICATIONS AND ATTRIBUTES

- Bachelor's degree in a related field and/or 2 or more years in content and/or design creation.
- Organized, with strong project management skills.
- Ability to curate and maintain an organized digital asset library.
- Experience and comfort with web-based communications and digital media, including content management systems and web-based emails tools. Experience with website management is important, and with WordPress a plus.
- Comfortable interacting with students, faculty & staff, parents, and alumnae.
- Excellent written, verbal, and interpersonal communication skills.
- A commitment to proofreading and strong editing skills.
- Attention to accuracy, details, and deadlines.
- Imaginative and creative with web and social media content creation.
- Graphic design competency and proficiency in marketing and design tools (Adobe Creative Suite, including InDesign - Premier Pro or Final Cut Pro a plus.)
- Proficient use of Microsoft Office Suite, especially Word, Excel, and PowerPoint.

SALARY AND BENEFITS

Competitive salary commensurate with experience. This position has the added benefit of workplace flexibility.

Bridgton Academy offers a robust, competitive benefits package including medical, dental, vision, short- and long-term disability, life insurance, a very generous paid time off policy, and a retirement plan with company match.

APPLICATION:

For consideration, please submit a cover letter, resume, samples of your work, and the names with contact information of three professional references to the **Katherine Hallee, HR Administrator PO Box 292, North Bridgton, Maine 04057** or via email khallee@bridgtonacademy.org. Applications will be reviewed until the position is filled. Bridgton Academy is an Equal Opportunity Employer.

Bridgton Academy is an Equal Opportunity Employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, age, sex, sexual orientation, gender identity, national origin, disability, veteran status, or any other status protected by law.