



NEW ENGLAND INNOVATION ACADEMY

Job Description

Job Title: Social Media & Digital Marketing Specialist
Department: Marketing and Communications
FLSA Status: Non-Exempt
Reports to: Director of Strategic Marketing and Communications
Date Prepared: July 2026

Position Summary

The Social Media & Digital Marketing Specialist captures the daily vibrancy of campus life and elevates the school's brand across every digital platform. This position creates high-impact visual and written content that resonates with prospective families, current parents, and students, and it reaches beyond social media into the broader marketing strategy that grows enrollment and strengthens the NEIA brand. The Social Media & Digital Marketing Specialist is a key storyteller who shares our mission and vision, works closely with the marketing and communications team, and turns ideas into campaigns that generate results.

This role suits someone who wants to do more than manage social channels. The Specialist collaborates on creative projects across the school, partners with student clubs and interns on real marketing and business initiatives, and brings fresh thinking to how NEIA tells its story. We are looking for a creative, driven professional who is eager to learn, thrives in a fast-paced environment, and gets excited about the bigger picture of marketing and entrepreneurship.

NEIA employees are expected to embody NEIA's principles of empathy, equity, personalization, authentic work, and collaboration in all work activities and actions.

Essential Duties and Responsibilities include, but are not limited to the following:

Under the direction of the Director of Strategic Marketing and Communications, you will:

- Capture high-quality photography and videography of classroom activities, athletics, clubs, events, and everyday moments that reflect the student experience at NEIA.
- Create short-form, high-impact video content that showcases the school's unique mission and culture.
- Write concise, compelling digital stories, captions, and newsletter content aligned with NEIA's brand voice, and engage with the community by monitoring comments and messages to foster a positive online environment.

- Design high-impact materials for social media, print, and web that hold to NEIA's editorial and visual brand standards.
- Support social media planning, scheduling, and day-to-day campaign activities across platforms.
- Use analytics and platform insights to evaluate performance, identify trends and formats that improve reach and engagement, and optimize content delivery.
- Partner with student clubs and interns on marketing and business projects that connect classroom learning to real-world initiatives.
- Contribute creative ideas and fresh thinking to campaigns, brand initiatives, and new marketing efforts across the school.
- Assist with website design initiatives and provide ongoing maintenance.
- Experiment, iterate, and move quickly in a creative, fast-paced environment.
- Assist with coordination of school social and promotional events as needed.
- Perform other duties and responsibilities as assigned and required by the position and the school.

Education and Experience

- Bachelor's degree in Marketing, Communications, Digital Media, or related field.
- 2+ years of experience in marketing, content creation, social media management or related fields.
- Excellent writing, editing, and verbal skills, with experience working with a range of stakeholders and clients.
- Video, photo, and other visual multimedia skills, including familiarity with Adobe Creative Suite, Canva, or other photo and video editing software.
- Proficiency with Google Suite, Blackbaud, Flodesk or similar email marketing platforms, website content management systems, and social media management platforms.
- Driver's license required.
- Ability to work nights and weekends as needed.

Qualifications

- Strong writer with sharp editing skills, visual instincts, and attention to detail.
- Creative, critical thinker, and problem solver who brings original ideas to the table.
- Eager to learn and grow, and willing to take on more than the day-to-day role in a fast-paced environment.
- Interest or knowledge in entrepreneurship is a plus.
- Professional photography and videography experience is strongly preferred; candidates must still be able to take strong photos and video regardless.
- Comfortable with Instagram, TikTok, Canva, and basic video editing tools.
- Familiarity with analytics tools and performance metrics, including platform insights, engagement data, and testing.
- Ability to think strategically about audience, distribution, and impact.
- Self-directed, organized, and able to manage multiple priorities simultaneously.

- Takes initiative and stays proactive, flagging issues as they arise and solving them in the moment or informing the right people.
- Works with professionalism, discretion, sound judgment, and personal accountability
- Maintains confidentiality when exposed to sensitive information regarding students, staff, and families.
- Enthusiasm for education, innovation, and creative collaboration, with a willingness to engage students and families with empathy and kindness.

Salary Range: The pay range for this position is \$60,000-75,000. This is a full-time, 12-month position that is eligible for benefits.

Supervisory Responsibilities

The Social Media & Digital Marketing Specialist does not supervise any other NEIA staff.

Physical Requirements

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

- Stand or sit for long periods of time.
- Bend, lift, push, kneel, crouch, crawl, and stoop.
- Carry camera and event equipment and move around campus to capture content.
- Adapt to frequent changes in position throughout the workday.
- Hear and speak to understand and exchange information in person or on the telephone.
- Speak clearly, so listeners understand.
- Use hands and fingers for keyboarding, camera operation, and handling of equipment.
- Specific vision abilities required include close vision, distance vision, color vision, and depth perception.

Nothing in this job description restricts NEIA's right to assign or reassign duties and responsibilities to this position at any time.

Interested candidates are asked to send a cover letter and resume to careers@neiacademy.org with the subject: Social Media & Digital Marketing Specialist

We are unable to respond to phone or email inquiries. To learn more about New England Innovation Academy, please visit our website: <https://neiacademy.org/>