



*as far as the mind can see*

## Multimedia Designer

### About Francis Parker School:

Francis Parker School is a coeducational independent day school in San Diego, California with 1300+ students in grades JK-12. Founded in 1912, the school's mission is "to create and inspire a diverse community of independent thinkers whose academic excellence, global perspective and strength of character prepare them to make a meaningful difference in the world".

Overlooking Mission Valley, two separate campuses serve students in Lower School – junior kindergarten through 5th grade; Middle School – 6th grade through 8th grade and Upper School – 9th grade through 12th grade. As a college preparatory school Parker offers a comprehensive program that includes twenty-five advanced placement courses as well as a rich palette of electives – all designed to meet the individual needs of our students.

### Job Description:

Under the direction of the Director of Communications, the Designer is a creative individual whose passion, knowledge, and enthusiasm for web and graphic design and digital and print content advances the School's communications. The Designer works collaboratively across the School's two Campuses and with external vendors to execute and manage creative projects that are effective, consistent, aesthetically pleasing, and brand affirming. The Designer will work with the School's print media, websites, video, email, and other modes of communication to accomplish these goals.

### Essential Duties/Responsibilities:

- Create compelling print or digital content for a variety of platforms including the School's website, print materials, social media, video, email, and others.
- Create visual concepts in a variety of mediums utilizing the latest industry-standard software to communicate ideas that inspire, inform, and captivate, and are in support of the School's mission.
- Manage, maintain, and update the School's websites, including but not limited to site appearance, content, and display standards following the School's established brand standards.
- Develop and implement successful communications campaigns to advance the School's strategic initiatives in line with industry trends and best practices.
- Steward the School's editorial and brand standards by ensuring consistency and visual integrity.
- Provide project management support for creative projects including meetings with colleagues to plan, review, and deliver high-quality projects on time and within budget.

[www.francisparker.org](http://www.francisparker.org)



*as far as the mind can see*

- Support senior management, faculty, and staff with creative projects.
- Act as a liaison with third-party vendors and assist in managing those relationships.
- Measure the effectiveness of digital media efforts (website, emails) through metrics and analytics.
- Serve as videographer as needed for on- and off-campus events.
- Create brief, compelling video content that effectively conveys the Parker brand to internal and external constituents, including developing story concepts, writing scripts, creating digital graphics, filming, editing, and production.
- Organize and maintain video archives and ensure supplies of collateral are organized and accessible.
- Provide reputation management and media monitoring.
- Provide Crisis communications response and support.
- Share administrative duties with other team members.
- Perform other related duties as assigned or requested.

### **Qualifications:**

- A bachelor's degree in marketing, journalism, graphic design, communications or other related field.
- Two or more years of related experience, and/or equivalent experience and training.
- Solid knowledge of communications principles, concepts, strategies, and best practices.
- Excellent written, verbal, and interpersonal communication skills.
- Current knowledge of social media platforms and current communications technology with ability to demonstrate best practices.
- Proven project management skills and ability to drive a project from concept to completion.
- Experience implementing, managing, and optimizing communications campaigns.
- Experience with managing or updating websites.
- Ability to work well within a team and with other groups within the School.
- Ability to analyze data from campaigns and be able to draw insights with actionable recommendations based on the analysis.
- Experience collaborating/working with outside organizations.
- Acute attention to detail, accuracy, grammar and punctuation.
- Strong time management skills.
- Strong organizational skills with the ability to multi-task and prioritize workflow.
- Highly motivated, productive and deadline oriented.
- Good judgment, tact, diplomacy and ability to guard confidentiality.

[www.francisparker.org](http://www.francisparker.org)



*as far as the mind can see*

### **Skilled in the use of:**

- Adobe software including InDesign, Photoshop, Illustrator, Lightroom and others
- Content management systems such as Wordpress
- Social media monitoring software
- Working knowledge of HTML and CSS
- AP Style
- Google products such as Gmail, Drive, Docs, and Sheets
- Microsoft Office Suite
- Blackbaud OnProduct software preferred

### **Salary and Benefits:**

Francis Parker School is committed to attracting and retaining the highest quality faculty and staff through a substantial compensation plan, including competitive salary, TIAA retirement benefits and full medical/dental coverage. Individual salary is negotiable depending on years of experience and educational background.

### **Non-Discrimination:**

Francis Parker School values diversity and seeks talented students, faculty, and staff from different backgrounds. All employment decisions are made without regard to unlawful considerations of race, color, sex (including pregnancy, childbirth, breastfeeding and related medical conditions), gender, sexual orientation, gender identity or expression, marital status, religion, national origin, ancestry, ethnicity, creed, age, mental or physical disability, medical condition, genetic information, military or veteran status, or any other basis prohibited by federal, state, or local law.

### **Application Process:**

A cover letter, resume and completed employment application should be submitted electronically to:

Lori Foote, Director of Communications

[commjobs@francisparker.org](mailto:commjobs@francisparker.org)

<https://www.francisparker.org/about-us/-employment>

Please indicate the position you are applying for in the subject line

[www.francisparker.org](http://www.francisparker.org)