



*as far as the mind can see*

## **Storyteller (Part-Time)**

### **About Francis Parker School:**

Francis Parker School is a coeducational independent day school in San Diego, California with 1315 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." Francis Parker School has two campuses in close proximity. One in Mission Hills (Lower School JK-5), and a second in Linda Vista (Middle and Upper School 6-8 and 9-12, respectively).

### **Job Description:**

Under the direction of the Head of Marketing and Communications, the Storyteller brings Parker's programs to life through dynamic and compelling stories written to engage our audience and exemplify our mission. Agile, strategic, and creative, the Storyteller collaborates with the Head of Marketing and Communications and Senior Director of Marketing and Communications to gather stories in support of the department's content plan and package them for a variety of communication strategies. The Storyteller is familiar with best practices in storytelling, has a passion for education and a special interest in the School's mission.

### **Essential Duties/Responsibilities:**

#### **Storytelling & Copywriting**

- Creates content tied to Parker's mission, vision, and core values, balanced between all three divisions within the subject areas of the arts, athletics, academics, and alumni news.
- Translates content strategy into powerful copy and stories that drive a desired action.
- Works to deepen understanding of our target audiences and mission.
- Writes both short and long-form pieces for the School's magazine, blog, website, email, and social media.
- Acts as the School's "in-house reporter" to identify and develop compelling stories
- Identifies opportunities to gather content from the field in support of our content strategy.
- Delivers packaged content and stories for pre-determined marketing tactics.

#### **Editing and Archiving**

- Performs general editorial and writing to keep the School's content current, relevant, and engaging for key target audiences and to support key performance indicators for digital engagement
- Organizes and archives content according to the School's creative asset management guidelines to ensure all content is properly tagged, archived, and that all department staff know where to find key stories and images

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

Linda Vista Campus    6501 Linda Vista Road    San Diego, CA 92111    858 / 569-7900  
Mission Hills Campus    4201 Randolph Street    San Diego, CA 92103    619 / 298-9110

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- Provides support to department leadership in developing talking points, key messages, and editorial pieces or presentations.

**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.

**Skilled in the use of:**

- AP Style
- Google products such as Gmail, Drive, Docs, and Sheets
- Microsoft Office Suite
- Blackbaud OnProduct software
- 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

**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 pro-rated health benefits. This part-time position is paid hourly. Individual salary is negotiable depending on years of experience and educational background.



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**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, 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:**

If interested in the position, please fill out the electronic [Francis Parker School Employment Application HERE](#). You will need to upload the following documents during this process: a cover letter and resume.

If you CANNOT or DO NOT wish to submit your application through the link above, a cover letter, resume, and a completed [employment application](#) should be submitted electronically to:

Lori Biggs, Head Marketing and Communications  
[commjobs@francisparker.org](mailto:commjobs@francisparker.org)

Please find the PDF of our employment application here: [find it here](#)

[Please indicate which position you are applying for in the subject line.](#)

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

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