



CHADWICK
S C H O O L

Digital Marketing Manager
Chadwick School
Palos Verdes Peninsula, California

Located on a beautiful, 45-acre hilltop campus on the scenic Palos Verdes Peninsula in Los Angeles County, Chadwick School is an independent, K-12, co-educational day school that enrolls more than 850 students drawn from over 63 Southern California communities.

Chadwick School's Core Values of respect, responsibility, honesty, fairness, and compassion are widely shared and fostered daily in classrooms, during co-curricular activities, and through the camaraderie of this close-knit community. A highly educated faculty and staff bring out the best in the talented student body through active learning, challenging academics, one-on-one mentoring, unparalleled global opportunities, nationally distinguished outdoor education and community service programs, outstanding athletic opportunities, and award-winning visual and performing arts.



Carney
Sandoe
& ASSOCIATES

Carney, Sandoe & Associates

The Search Group

200 High Street, Suite 610, Boston, MA 02110

T 617.542.0260 · F 617.933.3426

search@carneysandoe.com · carneysandoe.com

Digital Marketing Manager

The Digital Marketing Manager is a key member of a deeply experienced and collaborative Marketing and Communications team and is responsible for helping attract and engage prospective students, as well as existing alumni, parents and friends of Chadwick School, to support enrollment and development goals. The Digital Marketing Manager is the digital voice for the school, implementing communications strategy and content for the website, social media channels and other digital content. This is a highly visible position, working across departments, deeply involved in campus life and contributing significantly to the school's branding. Works closely with the Office of Admission, faculty and staff members, Office of Development and Alumni Relations, among other departments throughout the school. Reports to the Executive Director of Marketing & Communications.



Major Responsibilities

Digital Communications

- Responsible for managing digital initiatives to support Chadwick School, primarily focused on the website and social media.
- Develop, manage and proactively maintain website content, with responsibility for the master schedule, ongoing updates in the CMS, content/messaging, content accuracy, site optimization and analytics.
- Manage, optimize and grow the Chadwick School presence across social media channels, including, but not limited to: Facebook, Instagram, LinkedIn, YouTube, Snapchat and other channels that may be added.
- Use SEO best practices to optimize website, social media and other content to generate school exposure, engagement and enrollment actions.
- Proactively brainstorm, identify and execute creative social media and web content campaigns and website design additions.
- Establish organizational plan and process for keeping digital content current and accurate.
- Research and participate in training on new technologies and/or industry trends and make recommendations.



**Carney
Sandoe**
& ASSOCIATES

Carney, Sandoe & Associates

The Search Group

200 High Street, Suite 610, Boston, MA 02110

T 617.542.0260 · F 617.933.3426

search@carneysandoe.com · carneysandoe.com



Admission Communications

- Manage and maintain all Admission website content, including content for newly admitted students.

Digital Marketing

- Manage SEM consultants in defining and executing PPC strategy for Chadwick Admissions; day-to-day management, execution and reporting on SEM campaigns.
- Oversee digital ads and implement A/B and multivariate testing.
- Identify and track key program/campaign metrics, and provide analysis to demonstrate goal achievement and areas of optimization.
- Oversee the creation and delivery of social media ad campaigns, including development of creative assets and copy as needed.

Analytics

- Understand and implement best practices in website development and management and online search.
- Monitor web and social media analytics on a weekly basis, generate reports and provide recommendations for optimization.
- Ensure Chadwick's quality standards and brand guidelines are followed in all communications.



**Carney
Sandoe**
& ASSOCIATES

Carney, Sandoe & Associates

The Search Group

200 High Street, Suite 610, Boston, MA 02110

T 617.542.0260 · F 617.933.3426

search@carneysandoe.com · carneysandoe.com

Required Qualifications

- Two-to-four years of demonstrated experience in digital, mobile and social media content development and management.
- Bachelor's degree in communications, marketing, journalism or related field.
- Dynamic, self-motivated, creative leader and collaborator with excellent digital communications skills and interpersonal skills.
- Adept at communicating via social media platforms, including, but not limited to: Facebook, Instagram, YouTube, Snapchat, LinkedIn and other platforms as added.
- Proficiency in Google Analytics and SEM, SEO best practices.
- Experience working within a content management system.
- Fluency in data reporting / interpretation / forecasting using website and social media analytics.
- Must be a team player who is highly motivated and aligned with the Mission and Core Values of Chadwick School.
- Excellent command of English language (both spoken and written), and expertise writing and editing copy with clarity, brevity and creativity.
- Excellent attention to detail and resourcefulness, proven flexibility, organizational, problem-solving, interpersonal and collaborative skills.
- Strong interviewing, writing and proofreading skills.
- Proficiency in MS Office Suite, Mac environment.
- Talented storyteller.
- Works well both autonomously and in collaboration with team members.
- Comfortable managing numerous projects in a deadline-oriented environment.
- Preferred Experience:
 - Certification in Google AdWords
 - Project management skills
 - Extensive knowledge of AP Style



**Carney
Sandoe**
& ASSOCIATES

Carney, Sandoe & Associates

The Search Group

200 High Street, Suite 610, Boston, MA 02110

T 617.542.0260 · F 617.933.3426

search@carneysandoe.com · carneysandoe.com

Full-Time Employee Benefits

- Competitive salary and benefits package, including but not limited to medical, dental and vision insurance; Flexible Spending Account; 403(b) retirement plan with employer match; life insurance plan; daycare reimbursement, carpool incentive and employee assistance programs
- 15 vacation days in years 1-5; 20 days in years 6+
- 12 paid holidays annually; additional 9 paid “floating holidays” over Spring and Winter breaks
- Complimentary yoga class weekly
- Complimentary access to the school’s fitness center
- Strong professional development and continuing education reimbursement programs



Interested Persons Contact

Jonathan K. Ball
Managing Associate
Carney, Sandoe & Associates
617-933-3450 (dir)
jball@carneysandoe.com

All inquiries and nominations are kept confidential.

Chadwick School does not discriminate on the basis of race, color, religion, sexual orientation, gender identity or expression, or national or ethnic origin or ancestry in the administration of its educational policies, employment policies, admissions policies, scholarship and loan programs, and athletics and other after-school programs. The above information on this description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities, and qualifications required of employees assigned to this job.



Carney
Sandoe
& ASSOCIATES

Carney, Sandoe & Associates

The Search Group

200 High Street, Suite 610, Boston, MA 02110

T 617.542.0260 · F 617.933.3426

search@carneysandoe.com · carneysandoe.com