



Marketing & Communications Associate

About Us:

Seacrest Country Day School is a vibrant, independent, PK-12, college preparatory day school enrolling 400 students on a 40 acre campus in Naples, Florida. Founded in 1983, Seacrest is committed to fostering a safe, student-centered learning community where our students grow and develop academically, personally and socially. Our comprehensive educational program fosters critical thinking, creativity, collaboration, communication and a lifetime love of learning.

Our Mission:

Seacrest Country Day School fuels intellectual engagement, teaches ownership of the educational environment, cultivates quality of character, and inspires students to lead lives of significance.

Position Overview:

Seacrest seeks a dynamic and experienced Marketing & Communications Associate to join our community. This individual will develop, implement and oversee all marketing and communication strategies with the goal of raising brand awareness about Seacrest across all of the school's constituencies and in the broader Southwest Florida region.

Key Responsibilities:

- Supports the social media content calendar by assuming signed tasks and creating engaging social media content across the schools digital platforms
- Produces creative digital content including photography, videography, and graphics for social media, website, and email communications
- Applies a strategic direction lens when capturing and sharing the School's story.
- Digital content aligns with the School's brand guidelines and visual identity standards
- Supports event promotion through digital channels

Qualifications:

- B.A. in marketing, communications or a related field
- Experience in a school or non-profit environment is preferred
- Strong communication, writing and interpersonal skills
- Strong interpersonal and teaming skills to navigate a fast paced working environment
- Experience with photography, videography, graphic design software such as Canva, CMS and Finalsite
- Well-versed in social media platforms
- Availability to work evenings, weekends, and to travel for events

Compensation and Benefits:

Full-time employees are eligible for our competitive benefits package, which includes medical, dental, vision, disability, AD&D, life insurance, AFLAC ,and Seacrest's 403(b) retirement program.

Please note: Employment at Seacrest requires fingerprinting and background checks as part of our eligibility process

Seacrest Country Day School is an Equal Opportunity Employer.