

Media Specialist

FLSA Status: Full-Time; 12-month

Reports to: Business Manager, Director

Job Summary: As a Media Specialist at Las Vegas Day School, you will create and post content across all social media platforms, assist in designing and completing the school yearbook, collect photos and videos of school events, and provide input and creative ideas to improve the overall appeal of the school. This position is ideal for individuals who excel in structured, detail-oriented tasks. Strong organizational skills, attention to detail, creativity, and familiarity with design software are required for this role.

Essential Job Functions:

- Develop, optimize, and execute the overall content across social platforms such as Instagram, TikTok, Facebook, etc.
- Produce high-quality images and video content.
- Create and design some photo products such as ID cards, personnel sheets, etc.
- Assist in the creation and production of the school's yearbook.
- Oversee timely, relevant, and high-quality records of yearly events.
- Ability to multitask and adapt to various situations.
- Ability to plan, organize, and implement projects in a timely manner and in accordance with strict deadlines.
- Schedule all school portrait sessions and photographers for all sports events, school productions, clubs, faculty, etc.
- Prepare and proof files for print and digital distribution, to ensure all materials meet our standards.
- Develop and organize a library of design templates for efficient use in future projects.
- Communicate effectively with teachers, staff, and administration to ensure timely completion of projects.

Qualifications:

- Experience in marketing, social media management, communications, or a related field.
- Experience with photo and video editing software, including Premier Pro, Photoshop, etc.
- Experience with content design software such as Canva, PlicGo, Blueprint, etc.
- Proficiency in Microsoft Office, Adobe Suite, etc.
- Ability to successfully pass state and federal criminal background checks and unprofessional conduct inquiries.

Physical Demands:

- Ability to sit or stand for long periods.
- Occasional lifting (up to 25 pounds).