



Cairo American College

SUPPORT STAFF VACANCY ANNOUNCEMENT

ACADEMIC YEAR

2024-2025

Digital Storyteller

Digital Innovations & Marketing HUB

(FULL-TIME POSITION)

JOB SUMMARY:

Cairo American College (CAC) seeks a creative and dynamic Digital Storyteller to join our vibrant and diverse community. This individual will play a pivotal role in promoting the school's brand and identity to our community of parents, students, prospective families, and broader audiences. The ideal candidate will have an exceptional grasp of social media and digital marketing, adept at building relationships and delivering the school's unique tone of voice across various platforms. The ability to identify, produce, and optimize engaging content, including storytelling photos and videos, is crucial.

While the Digital Storyteller has key responsibilities listed below, they will work in a collaborative team environment and assist other team members with their duties as needed. The successful candidate will be an influencer, capable of inspiring staff, students, and parents to contribute toward achieving the school's marketing objectives. The role involves multitasking across various projects, ensuring content is relevant, high-quality, and aligned with CAC's mission and values.

QUALIFICATIONS

All employees at CAC are expected to relate positively to and communicate effectively with students. All employees are expected to organize work efficiently and manage time effectively.

- Strong knowledge of marketing processes and methods.
- In-depth understanding of social media conventions and best practices.
- Broad experience with digital media and social media management.
- Proficiency with scheduling tools such as Later, TweetDeck, Buffer, or SproutSocial.
- Knowledge of SEO and analytics.
- Experience using Google Analytics
- Experience working with Content Management Systems (CMS).
- Skills in video production and editing.
- Commitment to staying updated with marketing and social media trends.
- Basic knowledge of HTML.
- A relevant portfolio of previous work.

DESIRED SKILLS

- Tech-savvy and highly familiar with social media platforms.
- Creative and adaptable.
- Flexible, proactive, and dynamic in their approach.
- Passionate about storytelling in various forms.
- Personable with strong interpersonal skills.
- Team player with a collaborative mindset.
- Organized and skilled in handling multiple projects simultaneously.
- An influential presence within a team setting.

Application deadline: until the position filled.

Interested candidates should submit a job application (Found on CAC website)

<https://www.cacegypt.org/index.php/support-staff-employment-application>

Posted on January 15, 2025