

**MERCY HIGH SCHOOL
JOB DESCRIPTION**

Job Title:	Interim Part-Time Social Media Associate
Department:	Marketing
Reports to:	Project Manager / Head of School
FLSA Status:	Non-Exempt
Employment Period:	November 2025- June 2026
Posting Date:	October 2025
Pay Rate:	\$23–\$26 per hour
Hours:	Up to 30 hours per week

Summary:

Rooted in the mission and charism of the Sisters of Mercy and the teachings of the Catholic Church, the Interim Part-Time Social Media Associate supports Mercy High School’s online presence through engaging storytelling, creative content design, and consistent brand representation.

This temporary, part-time role is responsible for creating high-quality social media content including photography, videography, and digital design that highlights the life, spirit, and values of Mercy High School. The ideal candidate is a creative storyteller with an eye for detail, a passion for visual communication, and a commitment to authenticity and excellence.

Qualifications:

The Interim Part-Time Social Media Associate should be an innovative and faith-filled individual who has a deep passion for advancing women’s education, and who models ethical and moral decision-making. To perform the job successfully, the individual should be able to work with a gentle firmness, displaying compassion and empathy while treating all stakeholders with dignity. The individual should be a strong colleague who communicates with warmth and transparency and who honors confidentiality.

The Interim Part-Time Social Media Associate must possess the ability to perform and collaborate as part of a team and have excellent interpersonal skills; have excellent written and verbal communication and editing skills and the ability to work with a wide range of audiences; needs strong organizational skills and to be detail-oriented, with the ability to multitask and meet multiple deadlines; ability to exercise initiative and independent judgment; and meet challenges with a sense of humor and a “can do it” attitude.

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The individual must be knowledgeable of Catholic Church teachings and doctrines, within the context of the tradition and charism of the Sisters of Mercy, while providing a working atmosphere which fosters and promotes these values.

Education and/or Experience:

Successful candidate is required to possess:

- Bachelor's degree in Communications, Marketing, Journalism, Social Media Management, or a related field (or equivalent experience) preferred.
- 2+ years of experience in social media management, digital content creation, photography, or videography preferred.
- Strong storytelling ability through photo and video content.
- Proficiency with design and editing tools such as Canva, Adobe Creative Suite, CapCut, or similar.
- Excellent writing and editing skills for captions and digital storytelling.
- Highly organized, creative, and detail-oriented.
- Comfortable working both independently and collaboratively.
- Understanding of and commitment to Catholic values and the tradition of the Sisters of Mercy.

Essential Duties and Responsibilities include the following:

Social Media Management

- Manage and grow Mercy High School's social media channels (Instagram, Facebook, X, LinkedIn, YouTube, etc.) in alignment with school branding and mission.
- Plan, create, and schedule engaging digital content (graphics, photography, video, captions, and stories).
- Maintain and execute a content calendar tied to school events, student life, admissions activities, and community milestones.
- Monitor engagement metrics and make data-informed recommendations for future content.
- Engage with online followers and respond to messages, comments, and mentions promptly and professionally.

Photography Expectations

General

- Capture authentic, candid moments that reflect Mercy's community and values.
- Move throughout classrooms and events to capture dynamic, close-up moments.
- Produce 15–30 high-quality photos per classroom visit/ event.

Weekly Goals

- Capture at least two classroom photo sets per week.
- Capture at least one athletics photo set per week.
- Capture at least two Tri-School photo sets per month.
- Capture a variety of shots, including wide crowd views, candid interactions, and close-up portraits.
- Deliver edited photos within 24 hours to the designated marketing folder.

Videography Expectations

- Capture and edit short videos for social media and web platforms that are visually engaging, creative, and polished.
- Create content that communicates school life, student voices, and key events through a professional yet authentic lens.
- Ensure all video content reflects high creativity, clean editing, and clear storytelling.
- Organize and archive video files for future marketing use.
- Collaborate with the Graphic and Content Designer on video projects that support admissions, advancement, and community storytelling.

Content Creation & Design

- Collaborate with the Graphic and Content Designer to develop visually appealing social media graphics and posts.
- Maintain organized archives of visual assets (photos, videos, and graphics).
- Assist in creating digital newsletters and eNews content for internal and external audiences.

Brand Representation

- Ensure all visual and written communications reflect Mercy's Catholic identity, mission, and values.
- Uphold brand standards in every post, caption, and image.
- Partner with staff, students, and departments to showcase school programs and community highlights.
- Ensure grammar and spelling is correct in all posts.

Additional Responsibilities

- Attend select school events to capture content for marketing and social media.
- Support student Influencer Club.
- Support student clubs and initiatives related to marketing and content creation.
- Perform other social media-related duties as assigned.

Physical requirements:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to talk or hear. The employee is frequently required to walk; sit; use hands to finger, handle, or feel and reach with hands and arms. The employee is occasionally required to stand and stoop or kneel. The employee may be asked occasionally to travel from the main school building to Russell Hall which is downhill going; uphill returning. Specific vision abilities required by this job include close vision.

Compensation: Hourly rate is \$23-26 depending on experience. Up to 30 hours per week (temporary, part-time role).

**Send resume and cover letter to: Lynn Beal at lbeal@mercyhsb.com
If emailing, please use subject line "Social Media Associate"**

STATEMENT OF NON-DISCRIMINATION

All school staff of Catholic schools of the Archdiocese of San Francisco shall be employed without regard to race, color, sex, ethnic or national origin and will consider for employment, qualified applicants with criminal histories. (Administrative Handbook #4111.4)