



ISLAMIC FOUNDATION SCHOOL

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Position Title: Social Media Coordinator

Reports to: School Business Manager

Essential Duties and Responsibilities: The Social Media Coordinator is responsible for supporting the marketing/communications of Islamic Foundation School. This position assists in the execution of social media, outreach plans, ensures projects are completed on time, and helps maintain the organization's consistency across all social media channels as well as assist in the management of all school related events. The ideal candidate is detail-oriented, has strong communication skills, and can manage multiple tasks efficiently.

Social Media Platforms:

- Plan and execute engaging marketing campaigns and content on all our social media platforms
- Strategize, develop, monitor and maintain IFS's presence on various platforms
- Capture pictures, videos and content at events to highlight the school
- Collect information and pictures from teachers for content.
- Create marketing materials as needed to promote school events
- Manage IFS brand consistency across all platforms.
- Performing quality checks on all platforms as needed
- Monitor and respond to social media comments and messages
- Track, Analyze and report social media metrics

Website:

- Create and update web content integrating videos and pictures.
- Update webpages and ensure accuracy of content
- Assist in planning and implementing website related projects
- Review current design and recommend changes and updates.

School Events Coordination:

- Manage events calendar and ensure that events are coordinated to ensure no overlap between events and ensure events are properly promoted to the community.
- Review event requests and ensure all necessary information is collected.
- Ensure any supplies/materials/transportation that is needed is ordered.



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- Support teachers in the planning of field trips, guest speakers, and other related programs.
- Able to present and update school administration as necessary on events planning progress, can identify issues and provide mitigating options and deadlines
- Capture photos and video of events when needed for marketing to use

Other - Newsletter, Marketing Materials:

- Ensure current information is shared on the IFS Newsletter
- Collaborate on the content of the newsletter and ensure it is disseminated in a timely manner every week.
- Coordinates the collection of information and pictures from staff and content providers of classroom activities and school events
- Take pictures and record events and other activities when needed.
- Create and Design promotional materials and flyers.
- Maintain records of all promotional materials, digital files etc.

Disclaimer: The above statements are intended to describe the general nature and level of work being performed by people assigned to this job. They are not intended to be an exhaustive list of all responsibilities, duties and skills required and are subject to evolve.

Qualifications:

- Bachelor's degree preferred.
- Previous experience with marketing or social media required
- Self-starter who is goal oriented and takes initiative
- Demonstrated portfolio of social media projects is needed with references
- Professional with a positive mindset who seeks solutions
- Graphic design and photo editing experience is desired
- Strong collaborator with relationship driven abilities to drive content creation and collection across school teachers and staff.