



TITLE: Marketing Content Specialist
STATUS: Exempt, Full Time
REPORTS TO: Director of Marketing & Communications
DATE: October 2025

The Position

The Tatnall School seeks a creative, motivated, and detail-oriented Marketing Content Specialist to join our Marketing and Communications Office. This position plays a key role in developing engaging visual and written content that tells Tatnall's story, strengthens our brand, and supports the school's enrollment, advancement, and community engagement goals.

The ideal candidate will have strong skills in content creation—particularly in photography, videography, graphic design, and social media storytelling. This individual should be proficient in using Canva and other creative tools to design compelling visual assets and manage Tatnall's social media presence with creativity, consistency, and authenticity.

This is an excellent opportunity for an early-career professional eager to grow their skills in marketing and communications while contributing to a dynamic, mission-driven school community

Responsibilities include:

- Spend ample time around campus capturing and producing photo and video content to highlight the Tatnall experience, from classroom activities to athletics and community events.
- Design visually engaging graphics, digital assets, and promotional materials in Canva and other design platforms.
- Create and schedule social media content across multiple platforms, maintaining a consistent and compelling voice that reflects Tatnall's values and personality.
- Collaborate with the Marketing & Communications team to brainstorm and develop campaigns that advance key initiatives in admissions, fundraising, and community engagement.
- Edit, organize, and archive photo and video assets for future use.
- Assist with the development of digital content for Tatnall's website, email newsletters, and other marketing channels.
- Support major school events with on-site content coverage (including occasional evenings or weekends).
- Maintain awareness of trends in digital marketing and social media to keep Tatnall's content fresh and relevant.
- Perform other duties as assigned to support the goals of the Marketing and Communications Office.



Qualifications:

- Bachelor's degree in marketing, communications, graphic design, or a related field.
- 1–3 years of experience in marketing, content creation, or social media management (internships and student experience considered).
- Proficiency in **Canva** required; familiarity with Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro, Lightroom) a plus.
- Strong photography and videography skills, with the ability to shoot, edit, and publish high-quality content.
- Excellent visual storytelling, writing, and editing abilities.
- Comfort with social media platforms, including Instagram, Facebook, LinkedIn, and TikTok.
- Highly organized, deadline-driven, and able to manage multiple projects simultaneously.
- A collaborative, flexible, and positive attitude, with an appreciation for working in a vibrant educational environment.
- Warmth, humor, and a genuine enthusiasm for capturing the Tatnall story.

Interested candidates should submit their cover letter and resume electronically to Patrick Manahan, Director of Advancement, at patrickmanahan@tatnall.org. Please include the position title in the subject line.

To learn more about The Tatnall School, please visit tatnall.org.

The Tatnall School does not discriminate on the basis of race, color, gender, national or ethnic origin in the administration of its educational and admissions policies, employment policies, scholarship and loan programs, athletics, and other school-administered programs.