



COMMUNICATIONS SPECIALIST

JOB POSTING

Role: Communications Specialist

Location: Charter Institute at Erskine

Location: In Office 5 days a week

Start Date: March 2026

GENERAL STATEMENT OF JOB

The Communications Specialist assists the Communications department with day-to-day operations, including school marketing campaigns, social media management, website maintenance, and content creation. The Communications Specialist works collaboratively with the Institute and schools to effectively relay the mission and story of the Charter Institute at Erskine.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- The Communications Specialist works under the supervision of the Deputy Chief of Staff and works closely with other Communications team members to ensure an aligned and effective workflow.
- Serve as an Ambassador of the Institute's mission, vision, and brand.
- Build relationships with leaders and school personnel.
- Assist with executing the Institute's internal and external communications as necessary.
- Develop and maintain marketing campaigns and strategies for assigned portfolio of Institute schools, tracking progress and measuring outcomes through enrollment counts.
- Create and execute Institute social media strategy in collaboration with the Deputy Chief of Staff.
- Assist with media relations efforts such as writing press releases, conducting follow-up calls, etc.
- Assist with the planning of the annual Institute-sponsored events including but not limited to the Awards Banquet, TEDx, Institute's Got Talent, etc.
- Maintain the Institute's website and department page, ensuring all information is current.
- Conduct a website audit in the summer and work with relevant departments within the Institute to correct errors.
- Develop marketing/informational material for Institute stakeholders.

NON- ESSENTIAL DUTIES AND RESPONSIBILITIES

- Engaging with the organization's social media postings & school social media postings
- Performs other duties and responsibilities as assigned

MINIMUM QUALIFICATIONS

- Bachelor's Degree in Marketing, PR, Mass Communications, or Journalism or higher from an accredited educational institution required.
- Experience with/knowledge of Microsoft Office and Google Documents.
- Proficiency in (or willingness to learn) Canva and other related digital marketing software.
- A background or interest in social media management, public relations, communications, and/or graphic design is preferred.
- Strong written, verbal, and presentation skills.



CORE COMPETENCIES:

- Consistently represents the Institute in the most exemplary, positive manner by modeling the Erskine Philosophy in action, conduct, demeanor, and speech.
- Participates in staff meetings, trainings, conferences, and professional development sessions.
- Maintain confidentiality as required by the Institute and by law.
- Demonstrates a high degree of flexibility.
- Ability to thrive in a fast-paced work environment.

MOBILITY:

Primarily sedentary, able to sit for long periods of time

PHYSICAL REQUIREMENTS:

Ability to transport and set up media equipment weighing 40-50 lb.

ENVIRONMENTAL CONDITIONS:

Usual Office Setting (8 am to 5 pm – Monday through Friday)

Full-time position with a combination of on-site production and office-based editing

Availability to attend occasional evening or weekend events as needed

AFFIRMATIVE ACTION (AAP/EEO STATEMENT)

The Charter Institute at Erskine is an Equal Opportunity Employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, or protected veteran status and will not be discriminated against based on disability.

DISCLAIMER

This job posting is not designed to cover or contain a comprehensive list of activities, duties or responsibilities that are required of the employee if hired. Duties, responsibilities, and activities may change, or new ones may be assigned at any time with or without notice.