



The Playgarden, Inc.

223 8th Avenue South

Jacksonville Beach, FL 32250

(904) 241-3259

www.theplaygarden.org

Social Media Support Specialist

FLSA Classification: Part-Time

2-4 hours weekly as needed

Reports to: Office of Administration

About the Non-Profit Organization

As the only Lifeways of North America (“Lifeways”) Representative Site in Florida, The Playgarden is a steward for an innovative relationship-based vision for childcare. Our mission is to support, strengthen, and inspire the growing child, family and community. We have been providing a nurturing early childhood environment for families for 21 years. Our teachers believe in educating “the head, the heart, and the hands” of the child in a homelike environment that allows children to relate what they learn to their own experience. Our programs encompass the nurturing arts, domestic arts, the development of deep relationships, social and emotional development, imagination and creativity, and a life-affirming connection with nature.

Position Summary

- A dynamic leader who brings joy, enthusiasm, warmth, and authenticity to their role
- Social Media experience with strong business and management skills
- Excellent written and oral communication skills.
- Ability to exercise foresight and creative planning in setting goals and have the ability to follow through on established goals.
- Accessible and approachable, deals with people in a welcoming and engaging way, and leads by example and active involvement in the life of the school.
- Works together with the Administrator, College of Teachers, Staff, and Parent Association to establish a healthy, vibrant school.
- Responsive and non-reactive, and leads with a balance of inspiration, discipline, vision, and practicality.
- Knowledge of the LifeWays and Waldorf philosophy

Responsibilities and Commitments

- Working closely with the Administration to align content with The Playgarden's unique brand, voice, and values
- Planning, creating, and scheduling content across social media profiles for The Playgarden and Forest Gnomeschool accounts and additional related profiles as needed.
- Creating and adhering to a social media content calendar
- Producing images, videos, GIFs, and reels
- Developing and managing social media campaigns
- Engaging with followers
- Creating captions and copy for social media posts using correct grammar and punctuation
- Responding to comments, mentions, and direct messages (DMs)

- Collecting and analyzing data to determine social media post performance
- Keeping up to date with social media trends
- Report to Administration and Board of Directors as needed
- Communicate openly and respectfully
- A deep love for children, respect for parents, enjoyment of working in collaboration with colleagues
- Ability to work effectively with a diverse range of people

Required Qualifications

- Proficiency in Microsoft Office including but not limited to; Word, Excel, and PowerPoint, Media/Marketing/Blogging programs such as Mail Chimp, Canva, and Facebook/Instagram

Resource

[All Things Playgarden](#)