



**Acton Academy
& Montessori**
EL SALVADOR

Content Strategist & Creator

Position Summary

The Content Strategist & Creator is responsible for telling the story of Acton Academy El Salvador in a way that attracts exceptional families, strengthens our brand, builds trust with prospective parents, celebrates our learners, and supports enrollment growth.

This is not simply a content creation role. We are looking for someone who is genuinely passionate about storytelling, social media, and marketing strategy—someone who enjoys studying what captures people's attention, experimenting with new ideas, and continuously improving their craft.

The ideal candidate combines creativity with analytical thinking. They are excited by the challenge of understanding why one piece of content reaches 500 people while another reaches 50,000, and they are constantly looking for ways to improve.

Primary Responsibilities

Develop and maintain a monthly content strategy aligned with the school's admissions, marketing, and communication goals.

Create and manage a content calendar, ensuring that all campaigns, events, and seasonal priorities are planned well in advance.

Capture high-quality photo and video content throughout the school, including learner work, exhibitions, events, interviews, classroom moments, and behind-the-scenes footage.

Edit engaging short-form videos for Instagram, Facebook, YouTube Shorts, and other platforms.

Design simple, visually consistent graphics and carousel posts using the school's existing brand guidelines.

Write captions that educate families, communicate the school's philosophy, and encourage meaningful engagement.

Publish and schedule content across all social media platforms.

Maintain an organized library of photos, videos, graphics, and other marketing assets.



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Monitor social media analytics and prepare a monthly report summarizing performance, lessons learned, and recommendations for future content.

Research trends in social media, education marketing, and digital storytelling, bringing new ideas and recommendations to the team on a regular basis.

Continuously test new content formats, hooks, storytelling techniques, and creative approaches to improve performance over time.

Collaborate with the Head of School to ensure that all content accurately reflects the school's mission, values, and voice.

Success in This Role

Success is not measured by the number of posts created.

Success is measured by whether our content helps the school achieve its mission and marketing goals.

A successful Content Strategist & Creator will:

- Increase awareness of Acton Academy El Salvador among prospective families.
- Help more qualified families schedule tours and apply for admission.
- Educate parents about the Acton model before they visit the school.
- Strengthen pride and engagement among current families.
- Help attract exceptional guides and staff members.
- Build a recognizable, consistent, and authentic brand over time.
- Continuously improve the quality and effectiveness of our social media through experimentation, analysis, and learning.
- Maintain a consistent pipeline of content so that marketing is proactive rather than reactive.

Qualifications

Experience creating content for Instagram and other social media platforms.

Excellent photography and videography skills.

Strong video editing skills.



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Excellent written communication skills in either English or Spanish (fluency in both is preferred).

Strong organizational and project management skills.

Ability to work independently and manage multiple deadlines.

A growth mindset and a genuine curiosity about marketing, storytelling, psychology, and social media.

Experience with Canva, CapCut, Adobe Creative Suite, or similar creative tools.

The Kind of Person We're Looking For

We're looking for someone who loves studying why certain content succeeds. Someone who notices trends before others do, enjoys testing new ideas, and is always learning.

You don't need a marketing degree. You do need excellent instincts, strong storytelling ability, and a desire to become exceptional at your craft.

You should enjoy asking questions like:

- Why did this post outperform the others?
- What made people stop scrolling?
- How can we communicate our philosophy more clearly?
- What story should we tell next?

If creating meaningful content feels like both a creative challenge and a puzzle you can't wait to solve, you'll probably love this role.

Please apply here: <https://forms.gle/yudX4mHJY2Yn15y59>