



JOB TITLE : Digital Communications Manager

DEPARTMENT : Institutional Advancement (IA) Office

REPORTS TO : Head of Communications

POSITION PURPOSE

The Digital Communications Manager is a hands-on role responsible for developing and implementing Robert College's digital communications strategy. The position oversees daily digital content creation and channel management, supports fundraising and alumni engagement initiatives, and provides communications support and coordination as needed for key school-wide events and external audiences.

Reporting directly to the Head of Communications and working in collaboration with the IA team, this role ensures consistency with RC's brand, voice, and standards across platforms, while actively supporting other departments through digital storytelling, event communications, and on-site execution.

This is an execution-focused role; digital content, platforms, and related event communications are managed in-house. The role is anchored in digital communications excellence, with event-related responsibilities focused on planning, content, and execution.

KEY RESPONSIBILITIES

Digital Communications & Platforms

- Manage RC's digital presence across institutional websites and social media platforms, ensuring brand consistency, accuracy, and engagement across all digital touchpoints.
- Create, publish, and manage hands-on digital content (copy, visuals, photography, video, and messaging) for websites, social media, email, and internal platforms.
- Maintain and update RC's digital platforms, including the main website, RCQ Digital, and the Giving website (WordPress / CMS experience a plus).
- Plan and manage the digital communications (website, newsletters, appeals, and social media) content calendar; monitor channels, engage with audiences, and act as administrator/moderator where needed.
- Generate, edit, and publish articles for the alumni loyalty magazine, *RC Quarterly (RCQ)*, across its digital and print formats; develop article narratives for sections such as *News from RC*, *Alumni News*, and *Impact*; gather and curate content and visuals from across the school to support cover stories; establish first contact with alumni contributors; coordinate with the editor to receive, proofread, edit, and publish content on the RCQ website; and carry out parallel content gathering, editing, and asset creation processes for the annual print edition.



- Design and produce high-quality visual materials, including digital and print visuals, posters, invitations, and presentations, ensuring strong layout, typography, hierarchy, and visual balance; adapt designs to audience, purpose, and platform; and apply professional design principles (not personal preference) to ensure clarity, consistency, and flawless execution across all materials.
- Set performance metrics, monitor digital performance and analytics.
- Provide insights to improve engagement, inform communications decisions and evaluate impact.
- Monitor RC's and key stakeholders' digital presence and support effective issue and crisis response when needed.

Institutional Events Support

- Prepare and execute event-related communications in alignment with the communications calendar, in coordination with the Head of Communications.
- Support planning, coordination, and on-site execution of major institutional events, including but not limited to: Graduation, Registration, Kick-Off, Homecoming, RC Olympics, fundraising and alumni events, and campus visits.
- Provide communications support and coordination for events hosted by other offices (Academic Office, Turkish Director's Office, etc.).
- Support stewardship activities, including alumni engagement and campus tours when required.
- Coordinate alumni and external inquiries related to campus visits and venue use, including scheduling and documentation, in alignment with alternative revenue goals.
- Act as a liaison between the school and stakeholders (alumni, donors, partners), and coordinate with external vendors only when required for events.

Collaboration & Institutional Alignment

- Support fundraising and donor engagement initiatives through digital storytelling and campaign materials.
- Work closely with faculty, staff, students, and campus groups to identify, create, and publish relevant content.
- Stay informed about school-wide initiatives, achievements, and activities to ensure timely and accurate communication.



POSITION REQUIREMENTS

- Bachelor's degree in Communications, Media, Marketing, Digital Design, or a related field.
- Minimum 5 years of hands-on professional experience in digital communications, marketing, or a related role (education or non-profit experience is a plus).
- Demonstrated experience managing digital channels and producing content end-to-end in a hands-on capacity.
- Ability to balance creativity with accuracy, institutional standards, and deadlines.
- Standard work hours are 09:00–17:00, Monday to Friday, with evening or weekend work as required for events.

TECHNICAL SKILLS & KNOWLEDGE

- Strong command of social media platforms (Instagram, Facebook, LinkedIn, YouTube, X) and digital campaign execution.
- Hands-on experience with Mailchimp and preferably Salesforce (or similar platforms).
- Experience with website CMS platforms, including but not limited to WordPress.
- Proven skills in photography, image editing, video creation, editing, and publishing across digital platforms.
- Familiarity with AI tools for content creation, visuals, video, and presentations (practical, applied use expected).
- Ability to track, analyze, and report on digital metrics and performance.

CORE COMPETENCIES

- Excellent written and verbal communication skills in Turkish and English; strong editing and proofreading ability.
- Highly organized, detail-oriented, and capable of managing multiple concurrent projects.
- Collaborative, adaptable, and comfortable supporting multiple departments and stakeholders.
- Professional judgment, discretion, and adherence to confidentiality and institutional policies.
- Compliance with KVKK and GDPR data protection requirements.
- Willingness to work independently and take ownership, while operating as part of a close-knit team.