



The Lincoln Center for Family and Youth  
1100 Adams Ave | Audubon, PA 19403  
(610) 277-3715 | [jobs@TheLincolnCenter.com](mailto:jobs@TheLincolnCenter.com)

## JOB DESCRIPTION: MEDIA DIRECTOR

---

**Title:** Media Director

**FLSA:** Exempt

**Reports To:** Chief Executive Officer

**Organization Summary:** The Lincoln Center for Family and Youth (“TLC”) is a social enterprise company serving the Greater Philadelphia Area for over 50 years. Founded in 1970 and incorporated in 1983, TLC is an entrepreneurial nonprofit providing innovative education, coaching, and counseling services to public school students and their families. For more information, please visit <https://TheLincolnCenter.com>

**Position Summary:** As a member of our hands-on senior management team, the Media Director is responsible for (a) developing and executing the company-wide media strategy; (b) implementing campaigns to attract new followers and build brand awareness; (c) producing media content, executing work within their skillset; and (d) supplementing gaps in experience and capacity with a team of consultants and vendors. The successful candidate will be an experienced, tech-savvy, creative professional with demonstrated knowledge of media production and social media platforms and an aptitude for marketing and communications.

**Duties & Responsibilities**

- Develop a comprehensive communications and social media strategic plan to engage and expand digital presence across high leverage platforms
- Launch Podcast channel and create a content pipeline for video sites (e.g., YouTube, Vimeo) and social media platforms (e.g., Facebook, Twitter, Instagram, and LinkedIn)
- Create powerful and engaging social media content with on-brand imagery
- Manage reporting and analytics for all digital channels, while tracking and evaluating the overall performance of channels to develop more effective strategies and campaigns
- Monitor trends in social media tools, applications, channels, design, and strategy
- Develop, update, and manage media for website, ensuring that it is current and engaging

**Skills & Knowledge:**

- Experience using podcast, online video, and social media platforms
- Experience with Audio and Video production processes required, with hands on editing experience greatly preferred
- Extensive experience building and maintaining a robust follower base across multiple media platforms
- Experience with paid digital advertising (Meta and Google)

- Ability to write, edit, and produce compelling and accurate content, both short and long form
- Excellent writer, editor, and proofreader, able to convey messages succinctly with an innate feel for storytelling
- Proficiency in WordPress, video creation, and video editing software

**Education & Experience:**

- Bachelor's degree required, Master's degree preferred, in business, information technology, software engineering, communications, or related field.
- Must have at least five years' experience in digital strategy, communications, marketing, or related discipline. Experience in a similar role designing and launching content channels.

**Other Duties:**

This job description does not contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

**Work Environment:**

In-person office setting with some virtual work possible

**Work Hours:**

This is a full-time position

**Travel:**

Travel is primarily local with occasional out-of-town and/or overnight travel for conferences.

**EEO Statement:**

TLC is committed to a policy of Equal Employment Opportunity and does not discriminate on any legally recognized basis, including, but not limited to, race, age, color, religion, sex, marital status, national origin, citizenship, ancestry, physical or mental disability, veteran status, or any other basis recognized by federal, state or local law.