



SALESIAN COLLEGE PREPARATORY

ACADEMICS. FAITH. FAMILY.

Position: Social Media & Digital Marketing Coordinator
Reporting to: Chief Advancement Officer (CAO)

Work Hours: Part Time (not to exceed 20 hours per week)

Exciting opportunity for a highly motivated, creative, tech-savvy individual. The Social Media & Digital Marketing Coordinator reports directly to the Chief Advancement Officer (CAO) and has the primary focus of managing all digital presence, including social media outreach and channels, website, and electronic communications. This includes content creation across a variety of platforms. This individual will produce videos used for the solicitation and stewardship of donors, cultivation of prospects, and student recruitment as well as for general social media use. This individual also assists the Advancement and Alumni Relations Manager (AARM) and the Director of Admissions as needed.

Responsibilities:

- Collaborates with the CAO and the AARM on the implementation of annual Mission Advancement and Admissions plans, with specific focus on social media and digital strategy.
- Maintains all social media accounts, creates current and impactful content, maintains branding consistency, and enforces social media policy.
- Works with the Admissions department to create content targeted to prospective students.
- Works with a third party vendor to create online solicitations for the Mission Advancement office.
- Creates and posts dynamic videos, as well as photo content for use on website and social media.
- Attends and takes photos at school events for immediate use on social media/online, as well as in future marketing collateral. (Occasional nights and weekends required.)

Qualifications:

- BA in Communication, Marketing or BS in Digital Marketing (preferred)
- Enthusiastic about Digital & Social Media (Instagram, LinkedIn, Facebook, Twitter)
- Digital & Social Media marketing experience (2 years preferred)
- Mobile app marketing experience a plus
- Excellent written and verbal communication skills, and ability to present to diverse audiences.

Please submit your resume to application@salesian.com

Salesian is an equal opportunity employer. All applicants will be considered for employment without attention to race, color, religion, sex, sexual orientation, national origin, veteran or disability status, or other characteristics protected by law. Salesian is committed to building a diverse workforce and strongly encourages people of color to apply.