



ST. URSULA ACADEMY

CATHOLIC • ALL GIRLS • COLLEGE PREP • GRADES 6-12

Job Title: Social Media and Communications Specialist

Reports to: Director of Admissions and Marketing

Position location: Toledo, Ohio

Position Purpose:

The Communications Specialist is responsible for supporting the Director of Admissions and Marketing and the Marketing department at St. Ursula Academy. Key to the success of the Marketing department is providing accurate and efficient digital communication through a variety of channels, including eblasts, e-newsletters, and website. This position is also responsible for supporting the school's marketing efforts by gathering content for all social media platforms, in addition to creating and executing a comprehensive social media plan. This position also supports and promotes the Mission, Vision, and Strategic Plan of St. Ursula Academy and the Ursuline Core Values, which are an integral part of our school community.

Mission:

Founded in the Ursuline tradition and rooted in the Catholic faith, St. Ursula Academy educates each young woman, transforming her through intellectual inquiry, personal growth, spiritual formation, and compassionate service, empowering her to lead confidently in a global society.

Primary Duties and Responsibilities:

- Creates and executes comprehensive social media plans for the main SUA, Alumnae, and Athletic accounts and ensures SUA is represented on all social media platforms.
 - Reviews school calendar to plan coverage for social media content.
 - Attends school functions (both during and after school hours) to take photographs and video.
- Compiles, formats, and distributes information for e-newsletters for various constituent groups.
- Formats and sends eblast for Admissions and Advancement departments.
- Helps to keep the SUA webpage dynamic to ensure maximum promotion of SUA under the direction of the Visual Communications Specialist.
- Works as a member the Marketing Department to create and execute Admissions marketing strategies and assist in analyzing effectiveness.
- Maintains exceptional communications, both written and oral, with internal and external audiences.
- Maintains a high level of integrity and a positive attitude in all facets of the position.
- Works cooperatively with other personnel and departments to ensure a welcoming environment for students, parents, alumnae, and visitors to the school.
- Supports Admissions and Advancement departments in other areas as needed.



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Knowledge, Skills, and Abilities

- Bachelor's degree required
- 1-3 years of experience in communications or marketing; social media experience preferred
- Team player with demonstrated ability to work collaboratively, maintain positive working relationships, and respect the rights of others
- Highly organized
- Excellent written communication skills
- Outstanding computer skills required:
 - Website content management systems
 - Mass-email platforms
 - All social media channels
 - Google products
 - Microsoft Office Suite
- Adobe Photoshop and InDesign experience preferred
- Demonstrate initiative, accept accountability, effectively manage time, and communicate and respond to inquiries in a timely manner
- Is available for activities before and after normal work hours as needed, including weekends
- Enthusiastic attitude towards St. Ursula Academy

Hours: Full Time **Rate of Pay:** Commensurate with experience

Contact Information:

Please respond by submitting a cover letter, resume, the names of three professional references, and compensation requirements by June 3, 2024, to Rita Hayes, Director of Admissions and Marketing, at rhayes@toledosua.org.