



ARCHBISHOP RIORDAN HIGH SCHOOL

175 Frida Kahlo Way, San Francisco, CA 94112

OFFICE (415) 586-8200 • FAX (415) 587-1310 • www.riordanhs.org

About Archbishop Riordan High School

Archbishop Riordan High School is an urban Catholic high school, owned by the Roman Catholic Archdiocese of San Francisco and conducted by the Society of Mary, the Marianists, who are assisted by lay men and women. ARHS prepares young men and women of San Francisco, the surrounding communities and various countries from around the world for leadership through its inclusive college preparatory curriculum. ARHS fosters development in faith, character, academics, the arts and athletics, in a diverse and inclusive family environment.

Position: Digital Marketing and Communications Coordinator

Position Summary

Archbishop Riordan High School seeks a creative and driven Digital Marketing & Communications Coordinator to support the school's marketing, storytelling, and digital communications efforts. This role is central to how Riordan presents itself to the world, capturing the full life of the school and strengthening its visibility among prospective families, current families, alumni, and the broader community.

Reporting to the Director of Marketing & Communications, this person will be a hands-on content creator, digital communicator, and communications coordinator with a strong eye for compelling stories and a genuine enthusiasm for school life. This role works closely with the Admissions, Athletics, Advancement, and Student Life teams, as well as faculty, staff, and school leadership across departments.

Primary Responsibilities

Social Media & Content Creation

- Own the day-to-day management of Riordan's social media channels, including Instagram, YouTube, and Facebook, maintaining a consistent, professional, and engaging brand presence.
- Capture photos and videos at school events, athletic competitions, performances, and other campus moments, turning them into polished content for digital platforms.
- Develop short-form video, photo, and written content that reflects the breadth of school life: academics, athletics, arts, faith, service, and community.
- Build and manage content calendars that support school-wide initiatives and key communications priorities.
- Track platform engagement metrics and present performance data in clear, actionable formats.

School-Wide Communications

- Coordinate the production of school newsletters, including managing contributor deadlines, gathering content from departments and faculty, and maintaining a consistent publishing calendar.
- Support the drafting and distribution of school-wide communications including announcements, letters, and reports directed at families, alumni, and the broader Riordan community.



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- Help ensure that all school communications reflect a consistent voice, tone, and standard of professionalism across every channel and audience.
- Serve as a coordination point between the Director of Marketing & Communications and school departments to keep communications timely, organized, and on brand.

Marketing & Communications Support

- Assist in the planning and execution of digital campaigns, event promotions, and school announcements across social, web, email, and print platforms.
- Design and produce digital and print collateral including flyers, social graphics, event invitations, and advertisements for a range of school departments and initiatives.
- Support communications for key school events, including admissions programs, advancement efforts, and community outreach, ensuring materials reflect Riordan's brand voice and mission.
- Maintain organized archives of school media assets, including photos, videos, graphics, and design files.
- Help coordinate external vendors such as photographers, videographers, and designers when applicable.

Cross-Functional Collaboration

- Work closely with the Director of Marketing & Communications and departments across the school, including Athletics, Advancement, Student Life, and Admissions, to surface strong content opportunities and support key initiatives.
- Identify and develop compelling stories featuring students, faculty, alumni, and programs that communicate the value of a Riordan education.
- Perform other duties as assigned by the Director of Marketing & Communications.

Qualifications

- Bachelor's degree in marketing, communications, journalism, digital media, or a related field.
- 1 to 3 years of experience in social media management, content creation, marketing communications, or a related area, with demonstrated experience managing an organizational or brand account.
- Proficiency with Instagram, YouTube, Facebook, and short-form video platforms.
- Strong writing, editing, and storytelling skills with consistent attention to brand voice, tone, and detail.
- Experience coordinating communications workflows, including managing contributor deadlines and editorial calendars.
- Experience with graphic design tools such as Canva, Adobe Creative Suite, or comparable platforms.
- Ability to capture quality photos and video using a professional camera and/or smartphone.
- Strong organizational skills and the ability to manage multiple projects and deadlines in a fast-paced environment.
- Availability to attend occasional evening and weekend events.



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Key Qualities

The ideal candidate is a creative visual thinker who is organized, collaborative, and genuinely enthusiastic about working within a school community. They take initiative without being asked, identify opportunities and act on them independently, and bring a proactive energy to every aspect of the role. They are equally comfortable executing long-term campaigns, coordinating complex communications across a large organization, and responding to the spontaneous, fast-moving nature of daily school life. Most importantly, they are committed to the mission and values of Archbishop Riordan High School.

Reports to: Director of Marketing and Communications

Compensation: \$75,000 - \$80,000 depending on experience

FLSA: Exempt, Full-time Regular

To apply, please email your cover letter and resume to:

Siobhan Linehan, Director of Marketing and Communications

slinehan@riordanhs.org

The Archdiocese of San Francisco adheres to the following policy: "All employees of the Archdiocese of San Francisco and Department of Catholic Schools shall be employed without regard to race, color, sex, ethnic or national origin and will consider for employment, qualified applicants with criminal histories." (Administrative Handbook #4111.4)