



Good Shepherd Episcopal School seeks a committed and enthusiastic part-time **Marketing and Communications Coordinator** for the 2026-2027 academic year.

The Marketing and Communications Coordinator supports the school's internal and external communications efforts through content creation, storytelling, digital communications, and project coordination. Working collaboratively with the Head of School, Development Manager, Admissions team, and faculty and staff, this role helps promote the school's mission, programs, and community life through clear, engaging, and mission-aligned communication.

The Coordinator assists with the creation and distribution of school communications, supports enrollment and development initiatives, helps maintain the school's digital presence, and contributes to strengthening community engagement and institutional visibility.

This is a collaborative, hands-on position ideal for an organized, creative professional who enjoys working across a variety of projects and helping bring school stories and initiatives to life.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Content Creation & Storytelling

- Writes, edits, and helps produce engaging content for a variety of platforms, including the school website, newsletters, emails, and marketing materials.
- Helps capture and share the daily life of the school through storytelling that highlights student experiences, programs, and community values.
- Assists in developing content that supports admissions, development, and community engagement efforts.
- Supports the creation of print and digital materials, including brochures, flyers, and promotional pieces.
- Coordinates the collection of content, photos, and updates from faculty and staff.

Digital Presence & Website Support

- Assists with maintaining and updating the school website to ensure content is current, accurate, and engaging.
- Coordinates updates related to admissions, academics, events, and school initiatives.
- Supports thoughtful organization and presentation of website content to enhance user experience.
- Monitors basic website and communication analytics to help inform future content decisions.

Rams News & Internal Communications

- Supports the production of Rams News and other regular school communications to ensure timely, clear, and consistent messaging to families and staff.
- Assists with maintaining a communications calendar in collaboration with school leadership.
- Helps ensure communications align with the school's voice, mission, and priorities.

Social Media & Digital Marketing

- Supports and maintains the school's social media presence across platforms, including Instagram and Facebook.
- Creates, schedules, and publishes content that reflects the school's mission, daily life, and community values.
- Assists in developing content calendars and maintaining consistent communication across digital platforms.
- Captures and curates photographs and video content to support storytelling and engagement efforts.
- Monitors engagement metrics and helps identify opportunities for future outreach and communication.

Admissions & Community Engagement Support

- Collaborates with the Admissions team to support enrollment messaging and prospective family communications.
- Assists with the creation of marketing materials and storytelling content for open houses, tours, and admissions events.
- Helps promote the school's distinctive programs and community experience to prospective and current families.
- Supports efforts to strengthen family engagement through thoughtful and mission-aligned communication.

Development & Event Support

- Collaborates with the Development Manager to support fundraising communications, donor engagement, and special events.
- Assists in promoting school events, community gatherings, and institutional initiatives through digital and print communications.
- Helps document school events through photography, storytelling, and content creation.

Brand & Communications Consistency

- Helps ensure consistency of voice, messaging, and visual identity across school communications.
- Supports communications that align with the school's mission, values, and institutional priorities.
- Contributes to maintaining a cohesive and welcoming institutional presence across platforms.

REQUIREMENTS

- Bachelor's degree in marketing, communications, journalism, or a related field preferred.
- 1–3 years of experience in marketing, communications, or a related field, preferably in an educational or nonprofit setting.
- Strong writing, editing, and organizational skills.
- Experience supporting digital platforms, including websites, social media, and email communications.
- Familiarity with content management systems (e.g., Finalsite), Canva and/or Adobe Creative Suite, and Google Workspace applications preferred.
- Strong organizational and project management skills, with the ability to manage multiple responsibilities and deadlines.
- Ability to work collaboratively and build positive relationships with faculty, staff, families, and students.
- Comfort working in a highly collaborative, mission-driven school environment.
- A commitment to diversity, inclusion, and community engagement.

This is a 12-month, exempt, part-time position with anticipated hours averaging from 15–25 per week, depending on institutional needs. The role offers flexibility in scheduling, particularly during the summer months, though occasional evening and weekend responsibilities are required.

The balance of on-site and remote work, as well as scheduling flexibility, is coordinated with the Head of School and aligned with institutional responsibilities and priorities.

ADDITIONAL INFORMATION

Candidates interested in pursuing this position should send a cover letter, resume, and reference contact information to Head of School Kathy Tappen at ktappen@gses.org. Please include "Marketing and Communications Coordinator" in the subject line.