ST. ANNE CATHOLIC SCHOOL

# JOB DESCRIPTION
## Marketing and Communications Coordinator

**RESPONSIBILITIES:**
- Acts as a role model of professionalism in a Catholic environment
- Supports the philosophy, policies, and goals of the school, as well as the decisions made by the Administration
- Ensures the health, safety, and welfare of all students
- Holds in strict confidence all matters pertaining to the school
- Adheres to all policies and procedures as outlined in the Employee Handbook
- Attends faculty and administrative meetings as needed

**DEFINITION:**
The Marketing and Communications Coordinator supports the school's marketing and communications efforts by creating and coordinating marketing and promotional content. Responsibilities include assisting with social media, website updates, print and digital materials, photography, videography, event coverage, and special projects. The Marketing and Communications Coordinator works with the Communications and Media Coordinator, school administration, and various departments to ensure marketing materials are timely, consistent, and reflect St. Anne Catholic School's mission and identity. Responsibilities include, but are not limited to, the following:

**DUTIES:**

*Marketing*

- Research and analyze print, mobile, and digital marketing opportunities and provide information on their effectiveness to administration
- Work in partnership with the Admissions team to develop a comprehensive marketing plan that supports recruitment, enrollment, and retention
- Design banners, signs, and other print materials for display on the School campus, as well as to promote the School in the local community
- Create ads for local print sources (eg., magazines, church bulletins, etc.) to support enrollment
- Outreach to print and digital media outlets, including preparing and distributing content for external publications and advertising campaigns
- Draft and submit feature articles and press releases to promote school programs, achievements, and events within the community
- Follow established school branding and communication guidelines and assist with maintaining consistent messaging across school platforms
- Attend and provide photography coverage for school events, including occasional evening and weekend events
- Capture student engagement and school activities through photography, videography, and written content for Knutshell videos, Knights News, social media, and other marketing materials
- Create content for the school's official social media platforms, ensuring a consistent, positive, and engaging representation of the school
- Assist with the oversight of the School’s spirit store and uniform vendors
- Organize and maintain the school's digital photo and video archives

*Communications*

- Coordinate and prepare school communications across multiple channels, including the weekly school newsletter and standalone communications
- Collaborate with faculty and staff to gather information and communicate upcoming school events and activities in a timely manner
- Write, edit, and proofread content for the school website, emails, posters, banners, flyers, brochures, and other promotional materials, maintaining consistent school branding and messaging
- Support the Development team to prepare, edit, and promote content for fundraising initiatives
- Share alumni news and accomplishments through school communications and social media to support alumni engagement
- Coordinate with KPA to promote events, activities, and announcements through Knights News, standalone communications, and social media

*Other*

- Provide carpool supervision as assigned
- Be actively involved in the accreditation process of the school
- Attend and participate in all regularly scheduled staff and administrative meetings as well as in-services, professional development workshops, and required school functions
- Attend all school Masses and all other activities as designated by the school or outlined in the Employee Agreement
- Adhere to a professional dress code as outlined in the employee handbook

**QUALIFICATIONS:**

- Bachelor's required
- 2 to 5 years' experience in marketing and communications
- Experience developing and maintaining relationships with program and administrative staff
- Self-starter within the marketing and communications department
- Ability to handle sensitive information with discretion
- Ability to use critical thinking to navigate and analytically solve complex problems
- Comfort with communicating ideas and recommendations clearly
- Is highly organized and systematic, with superb attention to detail and the ability to prioritize and complete tasks with a high degree of accuracy

**PHYSICAL DEMANDS AND WORKING ENVIRONMENT:**

*The conditions herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.*

**Environment:** Work is performed primarily in a standard office setting.

**Physical:** Primary functions require sufficient physical ability and mobility to work in an office setting; to stand or sit for prolonged periods of time; to occasionally stoop, bend, kneel, crouch, reach, and twist; to lift, carry, push, and/or pull light to moderate amounts of weight; to operate office equipment requiring repetitive hand movement and fine coordination, including use of a computer keyboard, and to verbally communicate to exchange information.

**Vision:** See in the normal visual range with or without correction.

**Hearing:** Hear in the normal audio range with or without correction.

**Hours:** Twelve-month, hourly, 7:30 a.m. - 4:00 p.m., non-exempt Schedule C employee

**Reports to:** Head of School

This is a full-time position as we're looking for an hourly, non-exempt position starting at $25 an hour up to $30 an hour depending on education and years of experience. Please send a cover letter, resume, and college transcripts to the Director of Human Resources, Melissa Vergara, at hr@st-anne.org.