



Position Title: Communications Coordinator

Overview: The Communications Coordinator works with the school administration, PAB Marketing Committee, and others to develop an integrated marketing, branding, and communications program that supports the school's mission, strategic plan and reputation as a leader in Catholic education. The coordinator's primary responsibilities are in marketing and community relations to promote a positive public image through branding consistency, coordination of message, and the highest standards of external communications targeting the key constituencies (faculty and staff, current and prospective parents, board members, affiliate parishes, and local community). The position coordinates print and electronic communications and management of school calendars. Creating a highly effective presence online and coordinating school wide design, message, and content are key duties.

Reports to: Principal

Responsibilities:

1. Maintain and update school website, enhancing appearance, revising content, and increasing ease of use and functionality. Responsible for content related protocols to keep website up-to-date.
2. Manage school's social media presence in order to promote relevant school achievements/events by generating content that presents an active and innovation organization on established social media outlets including Facebook, Instagram, Twitter, and Youtube. Responsible for developing new social media platforms as they become relevant.
3. Work with developers to enhance, improve, and maintain SFAYL App by generating new content, sending push notifications, troubleshooting issues, and updating relevant school information.
4. Manage production and dissemination of school communications (i.e. internal/external calendars, eblasts, weekly newsletter, Thursday folder flyers, week-at-a-glance).
5. Manage creation and selection of photography for print and electronic communications.
6. Create and implement identity and collateral materials for school initiatives (i.e. Capital Campaign, fundraising events, high school media guides)

7. Support visibility with the three parishes and the Yorba Linda Chamber of Commerce.
8. Collaborate with the Admissions Director to design admissions materials (Open House, direct mail piece, brochures, banners, and community publications) to enhance school visibility at the parishes and the local community.
9. Write and distribute press releases for selected events and activities. Maintain media contact list.
10. Manage communications/marketing budget.
11. Chair the PAB Marketing Committee and plan monthly meetings.
12. As needed, perform additional tasks to support effective school operations.

Desired Qualifications:

- Bachelor's degree preferably in Public Relations/Marketing/Communications.
- Five or more years of marketing, communications, or publishing in a school and/or non-profit setting.
- Outstanding skills in writing, editing, and planning communication materials.
- Proficiency in editing web content and knowledgeable with web-based terminology and concepts.
- Experience with image editing, HTML, and online eNewsletters.
- Extensive experience with Microsoft Office, and managing email distribution lists. Experience with Adobe is preferred.
- Skilled in using a variety of social media tools to communicate, including Facebook, Twitter, Youtube, and more.
- Experience taking photographs for publications.
- Proven record of working collaboratively with colleagues, supervisors, volunteers, printers/designers, and the community at large.
- Ability to multi-task within a busy work environment.

Salary:

- Based on educational qualifications and experience.

Interested and qualified candidates are asked to submit a letter of introduction and resume by email to Mr. Tom Waszak at twaszak@sfayl.org. or hard copy to St. Francis of Assisi School, 5330 East Side Circle, Yorba Linda, 92887.