



ST. ANNE SCHOOL

JOB DESCRIPTION

Marketing and Communications Manager

The Marketing and Communications Manager is responsible for managing the School's marketing program as directed by the Director of Advancement. Under the direction of the Director of Advancement, the marketing and communications manager will be responsible for executing all marketing and communications strategy for the school which includes social media, print, and digital advertising, website content, collateral materials, photography, videography, event support, and special projects.

RESPONSIBILITIES:

- Acting as a role model of professionalism in a Catholic environment.
- Supporting the philosophy, policies, goals of the school, as well as the decisions made by the Board of Directors and Administrators.
- Insuring the health, safety, and welfare of all students.
- Holding in strict confidence in all matters pertaining to school.
- Adhere to all policies and procedures as outlined in the Parent/Student Handbook and Employee Handbook

DUTIES:

- Cultivate relationships with print and electronic media, and initiate, write and distribute articles to various media
- Write, design, edit, and proofread for all internal events, programs, articles, and publications.
- Create, design, and manage all social media ad campaigns, internal and external collateral such as event programs, campus signage, digital ads, and other materials/collateral needed throughout the school year.
- Execute all marketing and communications strategy including social media, print, and digital advertising, website content, collateral materials, photography, videography, event support, and special projects.
- Ensure that all publications are consistent with St. Anne School style guidelines
- Monitor and update the school's website and social media content
- Attend, photograph, and report on school events, including those that may occur during evenings and on weekends
- Gather competitive bids for print materials and act as the primary contact with printers to see projects through to successful and timely completion
- Support St. Anne School's visual brand presentation by taking, organizing and sharing photography and videography from school events throughout the year
- Create, maintain, and assess ROI of annual marketing, advertising, and communications plan with specific goals to advance the mission of St. Anne School as an independent, inclusive,

Catholic, School. This would include to research and assess the effectiveness of mobile and digital marketing and the implementation of new technologies to advance the work of the marketing and communications office.

- Perform other duties and responsibilities, as assigned

QUALIFICATIONS:

- Bachelor's Degree, preferably in journalism or communications field
- Excellent **verbal** and written communication skills
- Proficient in social media, Microsoft Office Suite, Photoshop, InDesign, photography and videography
- Strong visual/design skills
- Strong organizational skills and ability to handle multiple projects simultaneously, prioritize and meet deadlines
- Highly motivated and ability to work collaboratively and effectively as a team member
- Ability to produce and analyze reports and metrics to understand the audience

Proficiency in these areas is a plus:

- Video production: Adobe Premier, Final Cut Pro
- Facebook ads, Google ads, Google analytics
- Ability to produce and analyze reports and metrics to understand the audience

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 salaried, exempt employee

Reports to: Director of Advancement

This is a full-time exempt position. Benefits and pension plan included. Salary is commensurate with experience and education. Please send cover letter, resume, and references to the Director of Human Resources, Melissa Vergara at hr@st-anne.org.