Notre Dame High School

Job Description

Position: Coordinator of Marketing & Communication

Report to: Head of School

General Duties: The Coordinator of Marketing & Communication supports the initiatives that help Notre Dame High School tell its story. They also provide brand management support and assist with the implementation of marketing, public relations, social media, advertising, and promotional strategy for the organization.

Duties & Responsibilities:

- Assist with and execute marketing and communication plans to engage internal and external constituents to inform and increase awareness of Notre Dame, generate interest among prospective families, strengthen brand awareness, and raise visibility in the community.
- Assist and collaborate with Advancement Office to design and implement marketing and communication strategies to strengthen donor engagement.
- Assist and collaborate with Admissions Office to develop and implement marketing and communication strategies to increase enrollment.
- Produce the weekly Notre Dame Weekly Update, managing content production and evaluation through creation and review of monthly analytics reporting.
- Serve as site administrator for the school website in collaboration with users across the institution; create, publish, and approve content and carry primary responsibility for site updates, functionality, and staff support.
- Oversee institutional social media (Facebook, Twitter, Instagram, LinkedIn, and SmugMug) communications, managing content production through a social media calendar and evaluation through creation and review of monthly analytics reporting.
- Write for and assist with the editing of The Blarney Stone.
- Take photos and shoot video regularly; edit and package content for cross-platform use.
- Schedule the work and provide logistical support to external contractors and consultants including photographers, videographers, and others.
- Maintain an organized institutional photo and video archive.
- Champion correct usage of graphic and editorial standards and brand guidelines; protect and promote the school brand and identity by ensuring all communications content maintains a high level of quality and features a consistent tone and style.
- Manage design and purchase of business cards and employee nametags.
- Support the mission of Notre Dame and the work of communications and marketing through regular presence at events, appropriate participation in the retreat, and service programs.
- Engage in ongoing professional development.
Other duties as assigned.

Qualifications, Skills, and Experience:

- Bachelor’s degree and related experience
- Creative and artistic vision and direction
- Experience with photography, videography, website content management and design, and social media content creation
- Outstanding verbal and written communication skills
- Highly organized, detail oriented, and capable of managing a range of responsibilities while maintaining a friendly, positive attitude.