

Marketing Coordinator (part time)

St. Patrick School is seeking a collaborative and dynamic go-getter that brings expertise in digital marketing, social media, and communications. We are seeking a highly-motivated professional who is a self-starter and strong multi-tasker. From marketing to community outreach, there is never a dull day at St. Patrick School, a dynamic school serving students in preschool through 8th grade in vibrant North Park, San Diego.

Summary

The Marketing Coordinator is responsible for the messaging, marketing, and brand reputation of St. Patrick School. Working in partnership with the school's marketing committee, the Marketing Coordinator will implement a communications and marketing strategy that focuses on growing student enrollment and increasing brand awareness for the school. This person will also serve as the project manager and content developer for all digital and print related media projects and initiatives. The Marketing Coordinator reports to the principal and works collaboratively with the marketing committee, which includes the principal, pastor and several members of the parish and school community.

Responsibilities

- Implement annual marketing plan, which includes digital communications, development and distribution of enrollment collateral and signage, mailings, social media and more.
- Regular website updates, including updating copy, photos, video content, posting PDFs and more.
- Develop new social media strategy; develop and post content for both organic and paid/targeted social media campaigns.
- Develop new email marketing strategy for both community as well as current student families; write, program and schedule email newsletters.
- Assist with event planning and coordination (e.g. open houses, back to school night, etc.).
- Maintain inventory of signs and banners; handle graphic design projects and/or coordinate with a freelance graphic designer; work with vendors to produce new print projects as needed.
- Manage photo and video library as well as a project archive of all design and marketing materials.
- Assist principal and secretary with stewarding families through the enrollment process through management of a database and follow up as needed.
- Provide monthly updates/reports on marketing efforts and results.

Requirements

- Proven experience with digital marketing tools and platforms, including Facebook Ads Manager and Google Analytics.
- Expertise in content management systems (e.g. WordPress) and email marketing platforms.

- HTML knowledge/experience a plus.
- Superior copywriting and editing abilities as well as ability to tell a story and develop creative content ideas.
- Knowledge of AP style and experience working with media a plus.
- Digital photography skills and experience with Adobe Creative Suite (e.g. Illustrator, InDesign, Photoshop) a plus.
- Must demonstrate excellent interpersonal skills and have strong written and oral communication skills.
- Must possess ability to work independently.
- Must have strong organizational skills with ability to grasp strategic implications.
- College degree in marketing or communications preferred (or working toward a degree).

This is a part-time position (approx. 15 hours per week) that pays \$17/hour. Schedule is flexible. Some remote work possible.

Deadline for applications is Friday, September 6. Please email cover letter, resume, and 1-2 work samples to marketing@stpatrickssd.com. We look forward to hearing how you can help us meet our goals!