Job Title: Marketing and Communications Manager
Reports to: Director of Strategic Marketing & Enrollment

Position Overview:

- Responsible for implementation of Enrollment marketing campaigns – creation of campaign elements, placement of messages.
- Manage the School’s website, including written and visual content, forms, key messaging, brand identity and images. Ensure that content is current, easy to find, relevant, visually compelling and well-written.
- Manage SHA’s social media program including the coordination of vibrant, current and consistent messaging across all channels; the creation of an annual social media plan; establishing policies for content and access; training for administration, faculty, and students; monitoring best practices among high schools.
- Create and distribute weekly newsletter to parents.
- Collaborate with internal staff and external vendors to acquire photography/videography of school events and activities for publications and stock library.
- Manage the image library via Google drive and utilize images to create engaging campaigns for admissions, events and general communications.
- Support communications needs of Parent Connection.
- Collaborate with the SHA Alumnae Association – 5K on their social media channels (LinkedIn, Facebook and Twitter) to increase engagement with Sacred Heart Academy and strengthen the alumnae network.

Qualifications

- Commitment to Sacred Heart Academy mission and understanding of Catholic education.
- Bachelor’s degree in marketing, public relations or a related field.
- Excellent communication and interpersonal skills, both written and verbal.
- Ability to use social media effectively.
- Ability to manage several projects simultaneously, think creatively to find alternatives to completing projects when barriers arise, and meet deadlines.
• Ability to create print and digital materials using Photoshop, InDesign, or other comparable layout software.
• Computer literacy (Microsoft Office including Word and Excel), website management experience and database familiarity.
• Comfortable performing many tasks with limited resources.