

Position Description: Communications Coordinator

The coordinator contributes to the school's overall communications strategy, working closely with colleagues in the Development Department and others throughout the school to drive their communications and marketing efforts.

The Coordinator will design integrated communications across multiple platforms including print, digital and advertising and assist in the planning, implementation, monitoring and evaluation of marketing communications and campaigns using a combination of internal and external resources to support marketing efforts.

Maintains Saint Ignatius College Prep's brand in all print & web publications. The Communications Coordinator helps manage the development and production of print and digital materials used to meet the needs of the Development and Alumni Offices, and helps oversee the pages of the Saint Ignatius College Prep websites. The person in this position also helps produce videos in support of Development and Admissions initiatives. Additionally, the Communications Coordinator manages social media tools for school efforts. This position is full-time, 40 hours/week.

Reports to: Director of Development

Key Responsibility Areas

- Assist fellow members of the Development with overall school marketing efforts
- Champions correct usage of graphic and editorial standards and brand guidelines.
- Assist with development of stories and pitches
- Serve as copy editor for all major communications pieces, ensuring consistency of message and adherence to editorial standards
- Ensures the accuracy and timeliness of information on the school's website
- Builds new web pages and templates as needed
- Creates content, both written and image-based, for the website
- Manages data and templates for email messages sent from the website to end-users
- Helps manage the school's social media platforms
- Helps produce and edit content for internal and external print and electronic communications: newsletters, email marketing, social media, direct mail pieces and more
- Designs and places print advertisements to represent the school and fulfill sponsorships
- Helps develop office communications calendars
- Collaborates with Admissions and Development teams to understand objectives, brand strategies, messages and audiences
- Works with the school's Development events helping develop ideas, programs, and assisting at specific events
- Other duties as assigned by the Director of Development

Qualifications

- Bachelor's degree in Marketing, Journalism or Communications and a minimum of 10 years of work experience in related fields
- Excellent communication skills and writing capabilities; strong attention to detail and proofreading; varies writing style to meet specific needs; able to quickly repurpose content coming from multiple internal and external sources
- Organized; able to juggle multiple responsibilities, timelines and deadlines

- Understands – and can communicate – the importance of brand adherence and visual and editorial identity standards
- A practicing Catholic committed to the faith, Jesuit Spirituality and service to others
- Knowledge of social media analytics and target advertising
- Motivated self-starter, able to work independently
- Proven ability to meet deadlines and multi-task
- Skilled in strategic use of technology, especially digital storytelling tools
- Exceptional writing and editing skills
- Knowledge of Saint Ignatius College Prep philosophy and Ignatian values
- Creativity that results in effective and unique pieces to represent and promote our brand internally and externally
- Ability to produce concise, accurate and professional messages
- Strong computer skills including proficiency or working knowledge of all programs in Microsoft Office and the Adobe Creative Suite – graphic design, photography and Blackbaud experience a plus
- Experience in public relations, media relations, and crisis management
- Combination of education, experience and training that provides the required knowledge, skills and abilities required.