



**StJOHN'S**  
EPISCOPAL SCHOOL

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## Marketing Communications Specialist

**St. John's Episcopal School seeks an accomplished and innovative Marketing Communications Specialist.**

Located in Rancho Santa Margarita in southern Orange County, St. John's Episcopal School serves over 430 children in nursery through 8th grade. The school was founded in 1988 and operates under the auspices of the Episcopal Diocese of Los Angeles. In accordance with the tradition of Episcopal education, St. John's students are well prepared for secondary education and the challenges of navigating an increasingly complex and diverse world. All programs are designed "to encourage our students to pursue lives of service and purpose." The School has a fully developed STEAM approach to teaching and learning and is recognized as highly innovative.

St. John's Episcopal School is an Equal Opportunity Employer. It is fully accredited by the California Association of Independent Schools and the Commission on Schools of the Episcopal Church in the Diocese of Los Angeles and is a member of the California Association of Independent Schools, the National Association of Episcopal Schools, and the National Association of Independent Schools.

### Basic Function

**Position:** Full time, Benefits Qualified

**Reports to:** Director of Admissions and Advancement

**Compensation:** DOE

**Start:** July 1

The candidate will work as an integral member of the Admissions and Advancement team and is responsible for the efforts behind internal and external communications for St. John's.

This role will be responsible for curating engaging content to be published on a wide variety of school communications platforms including web pages, social media, print media, and more. In addition, this person will own website maintenance, weekly newsletters, regular parent email communications, online forms and registrations, school calendars, school magazine, event communications, and collateral as appropriate to support the faculty, staff and parent association.

### Responsibilities

- Work with Director of Admissions and Advancement to develop, implement, and analyze marketing plans.
- Compile, proof, and distribute all electronic communications, including but not limited to the weekly all-school e-newsletter.
- Manage and update content on the School's website. Lead page and site redesigns accordingly.
- Manage social media channels, create content that promotes St. John's to internal and external constituencies, and analyze effectiveness of campaigns.
- Shape messages using communications best practices and knowledge of the School, identifying the right audiences for each email or publication, adapting stories and images to fit specific communication platforms.
- Edit and proofread print materials for accuracy, consistency, clarity and style.

- Engage with the school community on an ongoing basis to create editorial content for school website and all social media platforms. Participate in school life beyond daily responsibilities.
- Ensure website and parent portal are up-to-date and accurate, including posting of all content (text, photo, video, publications, etc.).
- Serve as an integral member of the School community, including mentoring the Middle Division Video Production elective and club, leveraging our recently constructed SJES video-production studio. The club is open to all Middle Division students and the elective is open to 7<sup>th</sup> and 8<sup>th</sup> grade students. The elective meets two to three times a week and the club meets twice a week.
- Build and maintain online registration and payment forms.
- Manage analytics of website and all digital platforms and make recommendations based on evaluation of data.
- Manage multiple projects with various deadlines effectively.
- Work with the Administrative team to update and maintain handbooks and other internal documents.
- Photograph School happenings and maintain the internal photo management system.
- Support the Advancement and Admissions departments with the production of events.
- Other duties as assigned by the Director of Admissions and Advancement or Head of School.

## Qualifications

The ideal candidate will have the following experience:

- Bachelor's degree or an equivalent record of professional achievement with a demonstrated track record of success and increasing responsibilities. Degree in communications, marketing, public relations, or journalism is preferred.
- 3-5 years of experience in communications, project management, marketing, or advertising. The incumbent should have experience developing current marketing strategies in various communication venues.
- Relevant experience in an independent school, college, or non-profit setting preferred.
- Exceptional office management/organizational skills, including the ability to multi-task effectively with a superior level of attention to detail.
- A solution-driven mentality, one who is a team player and understands the value he/she brings to the organization (especially during peak periods).
- Good working knowledge of the Microsoft Office suite of products. Adobe experience is a bonus.
- Strong interpersonal skills, allowing him/her to work effectively with colleagues and constituents and solve problems.
- Excellent phone, email and in-person etiquette in communicating with constituents and donors to the school.
- Knowledge of website applications (Finalsite preferred)
- Ability to set priorities and meet deadlines.
- Ability to discreetly handle confidential matters.
- Ability to be a self-starter and work independently.

## How to Apply

Qualified applicants should send resume and a detailed letter of introduction about how your skills, experience, and disposition make you a great match for the position to Director of Admissions and Advancement at [hdoddridge@stjohns-es.org](mailto:hdoddridge@stjohns-es.org).