

La Salle Academy

Marketing Coordinator (45)

JOB POSTING

Job Details

Title

Marketing Coordinator

Posting ID

45

Description

Job Title: Marketing Coordinator
Department: Communications
Reports to: Director of Communications

Job Summary:

La Salle Academy is seeking a creative and technically skilled Marketing Coordinator to play a pivotal role in the Communications Department. This individual will assist in implementing the school's communications strategy with a primary focus on content creation and execution. The Marketing Coordinator will work closely with the Director of Communications to produce engaging multimedia assets and manage La Salle Academy's digital presence. This role is ideal for someone with 2-4 years of experience in video production, still photography, social media management, web content familiarity and design who is passionate about creative storytelling and digital media.

Supervisory Responsibilities:

This position has no supervisory responsibilities.

Duties/Responsibilities:

General Responsibilities

- The Marketing Coordinator will work closely with Director of Communications to implement and nurture a strategic communications strategy showcasing the school's mission, events, and community.
- Support the development and execution of an integrated marketing plan that drives engagement and fosters a sense of community among students, parents, alumni, and prospective families.
- Foster relationships with key internal stakeholders, including faculty, administration, and student groups, to ensure alignment on communications priorities and to promote school-wide initiatives.
- Contribute to the ongoing development of La Salle Academy's storytelling strategy, ensuring that content resonates with key audiences and supports the long-term vision for the school's growth and success.
- Stay current on the latest trends in digital marketing, social media, and content creation, bringing fresh, innovative ideas to enhance the school's marketing efforts.
- Other duties as assigned by School administration.

Content Creation & Multimedia Production

- Collaborate with the Director of Communications to develop and execute multimedia content for digital and print campaigns, including video, photography, and some light graphic design. (Canva, etc.)
- Capture and edit dynamic video footage and still images that highlight La Salle Academy's events, students, and faculty, ensuring brand consistency and message alignment.
- Create engaging content for use across social media platforms, the website, newsletters, email campaigns, and other marketing collateral.

Social Media Campaigns

- Social media content creation, scheduling, and posting to ensure consistent and engaging brand presence.
- Monitor engagement and report on key metrics for digital campaigns, helping to refine strategies and optimize future content.
- Support digital ad buys.

Website & Digital Media

- Maintain and update the La Salle Academy website, ensuring content is current, accurate, and visually appealing. This includes managing event pages, news updates, and multimedia content integration.
- Implement SEO best practices on the website to improve visibility and user experience.
- Support web-based forms, landing pages, and tracking metrics for digital engagement.

Branding & Design Support

- Collect, research, analyze and interpret data to strengthen brand identity and presence.
- Ensure all digital and print materials adhere to La Salle Academy's brand standards.
- Support the design process for promotional materials for events, advancement focused efforts, and special programs, including posters, banners, brochures, and flyers.
- Assist in production of La Salle branded collateral, the school magazine, ads and other design, layout, proofing and production oversight and expertise.

Qualifications:

- A Bachelor's degree in Marketing, Communications, Digital Media, Graphic Design, or a related field.
- 2-4 years of professional experience in marketing, communications, or content production.
- Ability to effectively communicate with internal teams, external stakeholders and vendors.
- Understanding of marketing principles and best practices.
- Proficiency in Canva or similar design and editing tools.
- Strong photography and video production skills, including editing and post-production.
- Familiarity with social media platforms (Instagram, Facebook, Twitter, LinkedIn) and scheduling tools (e.g., Hootsuite, Buffer).
- Ability to work independently, manage multiple projects, and meet deadlines; all with strict attention to detail.
- Typical hours are Monday to Friday, 8 AM to 4 PM, but flexibility is required to accommodate events and varying schedules.

Preferred Skills:

- Experience with SEO and digital analytics tools (e.g., Google Analytics).
- Experience with website CMS (Blackbaud, or similar) and basic HTML/CSS for website updates.
- Ability to collaborate with external vendors like designers, printers to execute marketing initiatives.
- Understanding of educational or non-profit marketing

Shift Type

Full-Time

Salary Range

Per Year

Location

Non-Teaching Staff

Applications Accepted

Start Date

02/10/2025