



## **Communications and Marketing Associate**

The Communications and Marketing Associate will create compelling marketing and communication pieces to positively promote the stories of St. Richard's Episcopal School. They will lead and implement our marketing and communication plans to advance our school's mission. This position will report directly to the Director of Admissions and Enrollment Management and has an annual salary range of \$45,000 to \$55,000.

### **Essential Duties and Responsibilities:**

- **Communications & Marketing**
  - Manage the day-to-day execution of communications and marketing efforts, such as crafting email communications, managing social media channels, updating and maintaining the website, taking pictures and videos of school events, and creating and updating a communications and content calendar.
  - Develop a marketing and communication strategy and successfully manage the execution of said strategy.
  - Develop and maintain a content calendar for all marketing and communications plans, including all the various communications across different channels (social, web, emails, etc.), that aligns with the marketing and communication strategy.
  - Manage the school's operations calendar, serving as the point of contact for all internal and external school communications.
  - Create engaging content, including photos and videos, that can be utilized for marketing and promotional purposes, social media, school website, and events (Penrod, Regalia, etc.).
  - Manage software tools to create, edit, and promote artwork used in various communications.
  - Measure and strategize to improve the effectiveness of marketing campaigns, social media activity and website traffic through data, website analytics and SEO.
  - Assist the Head of School, school division heads, and admissions and development departments with other communication duties upon assignment.



- Admissions Support
  - Assist, as needed, in scheduling Admissions events, such as Paddington Par-Tea and play-based observations.
  - Schedule and organize shadow visits for students in K-8.
  - Assist with and/or attend all before, during, and after-school activities as assigned.

### **Critical Skills:**

- Excellent verbal and written communication skills
- Project management, content creation, event coordination, and attention to detail
- Ability and confidence to interact positively with teachers, staff, and parents
- Understand and communicate the value proposition for the school
- Highly developed, demonstrated teamwork skills
- Self-starter who can work independently
- Ability to adapt and pick up new techniques
- Keen eye for graphic design and creativity
- Experience with social media marketing and performance
- Experience/working knowledge of Google Analytics preferred
- Familiarity with tools/products such as Canva, Constant Contact, Buffer, Microsoft Office, Finalsite, Veracross, and Google Suite preferred
- Familiarity with various social media platforms including Instagram, Twitter, Facebook, LinkedIn, preferred

### **Qualifications:**

- Four-year degree, preferably in marketing, advertising, communications, or related field
- Experience in education is preferred, but not required

### **Mission & Description:**

The Mission of St. Richard's Episcopal School is to instill knowledge and values for a lifetime. St. Richard's provides a timeless, challenging curriculum that embraces diversity while developing global citizens, socially, emotionally, physically, spiritually and intellectually.



### **Why St. Richard's:**

- St. Richard's Episcopal School is the only Episcopal school in the state of Indiana.
- Since 1960, St. Richard's has been providing a diverse student body with an excellent academic foundation rooted in Episcopal values.
- Faculty and staff at St. Richard's build lasting relationships with students and families where students are encouraged to grow in a safe space.
- Faculty and staff have the benefit of enjoying lunch at The Dragon Cafe, which includes a hot lunch, salad bar, fresh fruits and vegetables, bagel and yogurt bar, and deli bar.
- Health, dental and vision insurance, retirement plan, company paid holidays, flexible working schedule in the summer months, and paid time off.

### **Application Instructions:**

Interested applicants should complete an [application](#) which includes uploading a resume and cover letter. Additionally, please send an introductory email to Kim Napier, Director of Admissions and Enrollment Management at [knapier@sresdragons.org](mailto:knapier@sresdragons.org).

### **St. Richard's is an equal opportunity employer:**

It is the policy of this company to provide equal employment opportunities to all qualified persons without regard to race/ethnicity, color, religious belief, sex, gender identity, age, national origin, disability, veteran status or any other status protected under applicable local, state, or federal law. St. Richard's is committed to fostering a community where all people are respected, valued, treated equitably, and expected to share the responsibility of upholding diversity, equity and inclusion.