



MARKETING COORDINATOR

Job Description:

Divine Child is seeking a Marketing Coordinator to join the advancement team to promote and further the mission and vision of the Church of the Divine Child and Divine Child Catholic Schools. The Marketing Coordinator will collaborate with the Director of Marketing & Communications to ensure all marketing events, promotions and efforts receive the resources and attention needed to be successful. A qualified candidate will be a strong communicator and have experience in social media content development, web implementation and graphic design for web and print. This position requires attention to detail and creativity, staying abreast of trends in marketing, and a strong sense of initiative. A working knowledge of digital marketing and search engine optimization as well as proficiency in the Adobe Creative Suite is desirable.

Job Responsibilities:

Websites:

- Daily administration of Divine Child's websites; publishing ongoing design and current content relative to events occurring on campus.
- Interaction with Finalsite for best practices, troubleshooting, etc.
- Monitor websites@divinechild.org on a daily basis.
- Maintain cohesive web design and continuity of themes and layout, staying true to the Divine Child branding and graphic design standards.
- Streamline website navigation and make improvements where necessary.
- Maximize, increase and measure traffic to websites through search engine analytics, metrics, and keyword research. Revise sites accordingly based upon analytics.

Social Media:

- Collaborate with the Director of Marketing & Communications to develop marketing strategies for all social media platforms.
- Plan, create and post daily content to the schools and parish social media platforms.
- Maintain strong engagement and build follower base on all platforms while sustaining readers' curiosity, creating buzz and "shares/likes."
- Set engagement and growth goals, and create monthly metrics reports.
- Implement creative ways to attract more customers and promote the DC brand.
- Stay up-to-date with changes in all social platforms ensuring maximum effectiveness.

Design, Database, All Other:

- Design engaging marketing collateral in order to promote upcoming events, social media posts, etc.
- Create emails using Constant Contact or other email marketing tools.
- Suggest new ways to attract prospective customers, such as promotions and competitions.
- Internal interaction with faculty and administration (serve as the primary contact for web and social media questions).
- Photography as needed, including some night and weekend events and activities.
- Available for other marketing requirements as needed by Director of Marketing and Communications and Director of Advancement.
- Assist Data Entry Specialist as needed, particularly for accuracy of Raisers Edge data.

Position reports to the Director of Marketing and Communications.