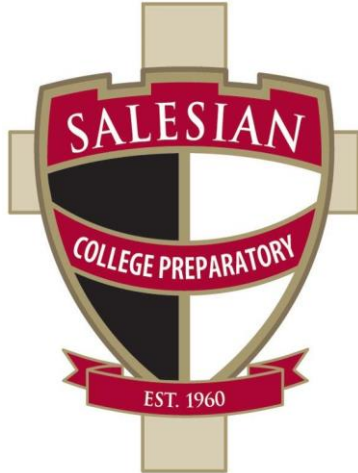


# SALESIAN COLLEGE PREPARATORY

**OPEN POSITION: Social Media & Digital Marketing Coordinator – Full time**

**2851 Salesian Avenue, Richmond, CA 94804, 510-234-4433, [www.salesian.com](http://www.salesian.com)**



ACADEMICS. FAITH. FAMILY.

**Salesian College Preparatory** is a sixty year old, Catholic, co-educational, college-preparatory high school located in the urban community of San Pablo and Richmond eighteen miles northeast of San Francisco and set in 21 acres of park-like landscape.

**Vision:** To be a leading college preparatory Catholic school in the Bay Area by providing a safe, welcoming and nurturing environment for a diverse student body in the Salesian tradition.

**Mission:** To educate young men and women to develop into good citizens for the betterment of society and the glory of God. Salesian combines the experience of church, school, playground and home in a supportive, caring, family environment according to St. John Bosco's educational philosophy of reason, religion, and loving kindness.

## **JOB SUMMARY:**

Exciting opportunity for highly motivated, creative, tech-savvy individual. The Social Media & Digital Marketing Coordinator reports directly to the Chief Advancement Officer (CAO) and has the primary focus of managing all digital presence, including social media outreach and channels, website, and electronic communications. This includes content creation across a variety of platforms. This individual will produce and edit in-house videos used for the solicitation and stewardship of donors, cultivation of prospects, and student recruitment as well as for general social media use. This individual also assists the Director of Process Optimization (DPO) with SEO and PPC management and supports Admissions and Mission Advancement efforts as needed.

## **Duties:**

- Collaborates with the CAO on the implementation of annual Mission Advancement and admissions plans, with specific focus on social media and digital strategy.
- Manages all social media accounts, creates current and impactful content, maintains branding consistency, and enforces social media policy.
- Serves as the webmaster and manages website updates, online form creation, maintains online database, and reports analytics.
- Creates and manages all electronic communications, including monthly e-newsletter.
- Works with the Admissions department to create content targeted to prospective students.
- Works with a third party vendor to create online solicitations for the Mission Advancement office.

- Creates and posts dynamic videos, as well as photo content for use on website and social media.
- Attends and takes photos at school events for immediate use on social media/online, as well as in future marketing collateral. (Occasional nights and weekends required.)

### **Qualifications**

- BA in Communication, Marketing or BS in Digital Marketing (preferred)
- Enthusiastic about Digital & Social Media (Instagram, SnapChat, Facebook, Twitter)
- Digital & Social Media marketing experience (2 years preferred)
- Mobile app marketing experience a plus
- Excitement about a mission driven organization
- Experience working directly with people from diverse racial, ethnic, and socioeconomic backgrounds.
- Excellent written and verbal communication skills, and ability to present to diverse audiences, specifically racially, ethnically, and socioeconomically diverse communities.

**To Apply:** Email to [application@salesian.com](mailto:application@salesian.com). No phone calls, please.