

## **MARKETING COORDINATOR**

St. Thomas High School is looking for a marketing coordinator. This full-time position reports to the School's Vice President for Advancement. The ideal candidate will demonstrate an understanding of and enthusiasm for advancing the goals and mission of St. Thomas High School. The candidate will be asked to practice good judgement, maintain respect for confidentiality, be self-motivated, work in a collaborative environment, multi-task, and prioritize. The successful candidate will possess creativity, a strong attention to detail, passion for communication, and a good sense of humor.

## **ST. THOMAS HIGH SCHOOL**

St. Thomas High School, an all-boys private, Catholic college-preparatory school for grades 9-12 in Houston, Texas is actively seeking to fill the position of Marketing Coordinator for the 2019-2020 school year. Ranked among the country's finest college-preparatory schools and founded in 1900, St. Thomas High School continues today to build on its mission: Teach Me Goodness, Discipline, and Knowledge. With an enrollment of approximately 600 students and growing, St. Thomas is committed to providing a multi-dimensional education for young men through a challenging college-preparatory curriculum and an abundance of artistic, athletic, and leadership opportunities. The motivated students, talented faculty and staff, devoted and active parents, a distinguished alumni base, along with an exciting new addition to the beautiful centrally located campus, make St. Thomas one of the most exciting places to work in education.

## **ESSENTIAL FUNCTIONS AND DUTIES**

- Design print and digital advertising, ad placement, and graphics for merchandise, banners, and signage.
- Ensure quality and consistency of the School's brand and messaging; establish and maintain guidelines to apply across all departments, activities, and events at School and among both employees and volunteers.
- Plan and implement digital activities and print communications, including website, calendar, online campaigns, email marketing, social media, digital content production, admission materials, and materials to support development activities.
- Manage the online presence of the School, including managing YouTube/Online photo database community, editing website content, and sharing on social media.
- Design small and large print communication, including flyers, handouts, programs, invitations, and brochures.
- Foster strong communications among family, school, and key stakeholders to support the mission of the School.
- Develop communication plan for the School community, including but not limited to Media and Community Relations, Admissions Marketing, and Fund Raising Communications/Engagement.
- Document school life in an official capacity and promote in innovative ways to support the school's missions. This includes working with students, faculty, staff, and the community on special communication pieces, photographing school activities and events, and creating videos.

- Bid out and oversee production of materials to outside vendors when appropriate.
- Assist with Advancement, Admissions, and other School events. Some evenings and weekends needed based on the event; however, notice and expectations will be provided.
- Update and maintain a Style Guide—to keep school's voice, vocabulary, grammar consistent.
- Perform administrative assignments with minimal direction, such as maintaining files, preparing special reports and projects, and coordinating meetings, and providing writing and editing support for letters, grant proposals, and solicitations as needed.
- Other job duties as assigned.

## **MINIMUM QUALIFICATIONS**

### **Education**

Required: Bachelor's degree in Communications, Design, or Marketing

### **Experience**

Required: At least 3- 5 years of experience in a related field  
Microsoft Office, Adobe Software (Photoshop, InDesign, Illustrator), Adobe Premiere, iMovie (or other comparable video editing application), Social Media platforms (Twitter, Instagram, Facebook, YouTube)

Preferred: WordPress knowledge

### **Skills**

- Writing, graphic design, video editing, photography, web content management, and organizational skills
- Creative thinking with willingness to be adaptable

### **Certification/Licenses/ Registration**

Required: None

### **Working Conditions**

Work is done in an office environment with pleasant working conditions as well as various locations for events, stories, and marketing. The work hours are reasonably regular. Ability to work some nights and weekends to support events is required.

### **Physical Requirements**

May be required to exert physical effort of a limited nature as needed for events. No excessive lifting.

## **HOW TO APPLY**

Please go to the St. Thomas High School website at [www.sths.org/about/careers/](http://www.sths.org/about/careers/) and download a **Staff Application** for employment. Email your completed application and résumé to [careers@sths.org](mailto:careers@sths.org), or mail your completed application along with your resume to:

**Career Opportunity**

**St. Thomas High School**

**4500 Memorial Dr.**

**Houston, TX 77007**