Saint Joseph Notre Dame High School

Saint Joseph Notre Dame High School is a co-educational, college preparatory, Catholic high school located in the heart of residential Alameda, just minutes from downtown Oakland. SJND offers academic excellence and moral development to its diverse and talented 400+ students. Our mission and purpose is to develop confident, open-minded, and effective leaders who are ready to live joyful lives of faith, scholarship, and service.

Marketing Associate Job Overview

We are looking for a Marketing Associate to help plan and implement our marketing and advertising activities. The Marketing Associate will help to optimize and manage the school's overall digital presence across all media channels. The primary goal of this position is to assist increasing interest and philanthropic support of the school, while increasing engagement among current and prospective families, alumni, donors, and cultivating community awareness and involvement at SJND.

For this role, the qualified candidate should understand the full marketing mix and be familiar with ways to analyze market research and customers’ behavior. Ultimately, you should help us achieve our school and business goals through building strong marketing campaigns.

Primary Responsibilities:

- Responsible for the integrity of SJND’s branding ensuring the SJND brand is consistently adhered to
- Provide for the development and communication to the public of information designed to highlight the school's programs and accomplishments
- Coordinate with the content teams to generate digital and print advertising material
- Manages all aspects of the SJND website, including but not limited to, blogs, schoolwide calendars, forms, events, banners, etc. to ensure content is accurate, update to date and the user experience is intuitive
- Helps school departments with focused pages (e.g. Athletics, VAPA, Campus Ministry, etc.) to help maintain brand integrity across all SJND related sites.
- Create and manage day-to-day functions of Instagram, Facebook, Twitter, and LinkedIn
- Create and capture videos and photos to support compelling storytelling
- Build and maintain relationships with thought leaders and the community via social media platforms
- Identify, interpret, and capitalize on social media trends
- Collect and analyze consumer behavior data (e.g. web traffic and rankings), monitors Google Analytics and provides monthly marketing metrics and reports to the leadership team
• Works collaboratively across departments (e.g. Admissions, Advancement, Athletics, Arts, etc.) on the promotion of revenue-generating areas, and in the development of print and electronic materials
• Conduct market research and identify new opportunities for growth
• Monitor and report competitors' marketing and revenue generating activities
• Organize promotional campaigns

Skills & Qualifications:
• Understands and supports the values of Catholic school education and the SJND mission
• 3+ years experience in marketing or related field
• Possess search engines, web analytics, and business research tools acumen
• Adequate knowledge of data collection methods (polls, focus groups, surveys etc)
• Excellent communication and presentation skills
• Strong graphic design skill set and working knowledge of professional practices and current technologies (e.g. Constant Contact, FinalSite, Wordpress) for producing electronic communications and publications (e.g. semi-annual Update Magazine),
• Experience with CRM programs, preferably Hubspot
• Experience with HTML a plus
• Experience with multimedia applications in the areas of audio, video and graphics

Requirements:
• Bachelor’s degree in related field of study such as Marketing or Communications, or the equivalent work related experience
• Has the ability to provide big picture strategic thinking, vision and insights to drive big ideas and initiatives
• Possesses collaborative leadership skills that encourage team cooperation and motivate relationship-building
• Is creative and self-confident in oral, written, strategic and analytical abilities.
• Proficient in the use of Google Suite, Microsoft Office Suite, on on-line marketing modalities (SEO, analytics, social media marketing via Instagram Facebook Suite, Twitter, etc., other mobile applications)
• Ability to ocassionaly work non-traditional hours with possible evening and weekend meetings/activities
• Compliance with the Safe Environment Requirements

To Apply:
This is a full-time exempt position with benefits. Please send a cover letter, resume and three samples of your print and digital work relating to storytelling, enrollment and/or fundraising to hiring@sjnd.org with “Marketing Associate” the subject line. We are an equal opportunity employer and we welcome and encourage diverse candidates to join our community.