

Job Description: Digital Marketing and Website Coordinator
St. Mary's Academy
Employment Posting

St. Mary's Academy Overview:

St. Mary's Academy, located in Englewood, Colorado is Metro Denver's premier Catholic, independent school offering rigorous academics in its co-ed lower and middle schools, and its high school for girls. St. Mary's Academy offers a safe, yet innovative program that embraces all student backgrounds, and fosters character and moral development from Pre-Kindergarten to Graduation.

St. Mary's Academy is a close community where faculty and staff serve as role models for the students in accordance with a mission to foster excellence in each child through academic achievement, spiritual development, and service. The qualities of a strong work ethic, desire for personal growth, and commitment to life-long learning that St. Mary's Academy expects of students is likewise an expectation for faculty and staff. Each day, too, is an opportunity to live the Loretto School Values of faith, community, justice, and respect.

St. Mary's Academy is committed to recruiting and retaining a diverse faculty and staff who are dedicated to their profession and to the well-being and life of the St. Mary's Academy community. St. Mary's Academy does not discriminate on the basis of age, color, sex, disability, marital status, national or ethnic origin, race, sexual orientation or religion. This policy applies to all areas of student concerns: educational policies, admission policies (historically high school admission is open to women only), scholarship, and grant-in-aid programs, athletic and other school-administered programs as well as employee/personnel concerns. St. Mary's Academy is an equal opportunity employer.

Major Duties and Responsibilities:

In collaboration with the Director of Marketing & Communications, executes cohesive digital marketing strategies that reinforce the mission, vision and image of Academy and its divisions, via content on the Academy website, subscription search engines, and social media.

- Utilizes strong analytical ability to evaluate customer experience across multiple channels.
- Brainstorms new and creative growth strategies through digital marketing.
- Maintains frequent communication with ad managers at subscription search engines, including Niche.com and Google Ads/Finalsite to ensure Academy profile data and messaging is up to date.
- Keeps abreast of pay-per-click performance with Google Ads/Finalsite. Reviews and tracks monthly Google and Niche performance against goals in terms of leads, conversions, bounce rates, and ROI. Analyzes Academy performance against industry trends and competitor performance.
- Manages Academy website and renovates landing pages to reflect best practices in website design and ADA compliance and to optimize user experience in collaboration with key internal users and vendor customer success managers and support team. This includes the front-facing pages to showcase the Academy program, mission, vision, and values and the back-end Parent Portal resources.
- Performs routine maintenance and updating of the website, coordinating as needed with division administrators and IT. Sets up documents with SMA branding and professional layout and proofreading.

- Ensures key Academy news content created via website platform is posted/linked across social media channels and appears as planned on Academy web pages.
- Strategically manages social media platform to represent the mission, vision and image of the Academy and its divisions. Plans, creates and schedules content. Reviews and approves content submitted by other users (“seats”).
- Strategically boosts posts via short term ad spends, utilizing targeting tools available by social media channels. Submits monthly invoices to the Business Office.
- Provides photographic coverage of Academy events and activities; uploads files to Vidigami photo storage platform on community portal; supports annual school photography.
- Ensures student images and other information are used in accordance with parent media permissions and performs all cross-checking needed, including possible contact with Academy families.
- Evaluates Academy digital content messaging versus local competitor schools. Stays informed on independent school research and marketing via membership in ACIS, NAIS, and NCGS and engagement in professional development opportunities.

Qualifications/Requirements:

- Experience with direct-to-consumer marketing and communications; experience with private, independent school management desirable.
- Cross-platform digital marketing experience, including social media, search engine, and website management. Proven experience optimizing web pages and social media performance.
- Copywriting skills, and/or journalism skills; photography skills; graphic design skills. Samples required.
- Excellent verbal and written communications skills; applicants will be required to take a grammar and proofreading assessment.
- Excellent analytical and reporting skills.
- Strong organizational and multitasking skills.
- Strong interpersonal and teamwork skills; experience working with internal and external staff and vendors.
- Bachelor’s degree in marketing, communications, or related field in combination with minimum 1-2 years experience in digital marketing strategies.

Salary/Benefits:

The pay range for this hourly position is \$18.00 - \$24.00. St. Mary’s Academy provides excellent benefits, including medical, dental, and life insurance, retirement, paid time off, tuition remission, and opportunities for professional development.

How to Apply:

Interested candidates should send a cover letter and resume with the subject line, “Digital Marketing and Website Coordinator,” to: Jobs@smanet.org No calls, please.