

Communications Coordinator

Reports:	Director of Communications
FLSA:	Exempt Status
Job Status:	Regular full time
FTE:	1.0/12 months
Compensation:	\$45,000-\$55,000 DOE

Central Catholic is a four-year, private Catholic high school that has been located in the heart of southeast Portland, Oregon, since 1939. We offer students a transformative educational experience that emphasizes personal growth, critical thinking, academic excellence and service to others. Our team of talented educators and staff provide the curriculum and care needed for students to become the best version of themselves, going on to have a positive, and purposeful, impact on the world. As one of the most diverse private high schools in the region, we foster a feeling of belonging through our shared vision, values and beliefs. At Central Catholic, we teach and model Gospel values, the faith of the Catholic church, and the teachings of Jesus Christ through our comprehensive religious, academic, co-curricular and service programs.

Members of Central Catholic's staff play a critical role in ensuring that every student becomes the best version of themselves, and goes on to have a positive, and purposeful, impact on the world. We have made a strong commitment to promoting diversity of our staff; we encourage individuals from all backgrounds to apply.

Position Summary

Central Catholic seeks a creative, highly driven, and results-oriented School and Advancement Communications Coordinator who can set a leading example on social media impact. This team member will build an innovative, dynamic, and strategically oriented approach to social media that engages our diverse constituencies and maximizes the benefits of these media platforms to expand Central Catholic's reach and reputation. In addition, they will oversee the

day-to-day management of www.centralcatholichigh.org, proactively ensuring information is up-to date and reflects the brand standards.

The School and Advancement Communications Coordinator is responsible for implementing social media strategy for Central Catholic and managing content on its website and on its flagship social media channels (cchsrams). In addition to playing a key role on the Communications team, this position will foster collaborative relationships with colleagues and departments across campus. The School and Advancement Communications Coordinator will also generate search optimized content for the website by gathering news and information, producing special stories, and working with the Content Creation Student Workers to ensure photo and video is captured. In addition, this position is responsible for staying current on new technology and ever-changing digital communications trends.

Working with the team, the School and Advancement Communications Coordinator also measures, analyzes, and shares user engagement and other key performance indicators and uses sound editorial judgment to make content decisions that shape public perception and develop a community of support.

The position requires a high level of attention to detail, organization, professionalism and discretion. Additional requirements include the ability to adapt, work in a fast-paced environment, follow through and complete projects on time, tackle projects thoughtfully and creatively, resolve issues in the best interest of the school, and develop and maintain positive working relationships.

Essential Job Functions:

- Maintain and enhance the school's social media presence on Facebook, TikTok, X (Formerly Twitter), Snapchat, Instagram, LinkedIn, YouTube, etc.
- Work with the Director of Communication to develop content, updates, photo selection, proofreading and overall brand consistency across social media platforms and the school's website.
- Take a leadership role in implementing the school's social media strategic plan in alignment with Central Catholic's strategic frameworks, with a particular focus on generating awareness and engagement around student stories, teacher expertise, athletics, and community connection.

- Leverage and optimize the impact of respective social media platforms among key target audiences (i.e., prospective students, alumni, parents, influencers)
- Operate as a social media journalist, creating compelling social media narratives and engagement through digital storytelling.
- Generate and analyze reports on social media and website metrics related to user growth, engagement, and behaviors, using insights to guide the brand's social media presence toward achieving targeted goals
- Manage day-to-day social media activities including: managing in-house video production for social media and oversee any video production and editing performed by student workers.
- Collaborate with internal and external stakeholders to ensure close integration of purpose, messaging, tone, and brand voice among all digital media efforts.
- Assist in the coordination of Content Creator Student Workers to ensure strong visual assets, including video, still photography, and graphics.
- Collaborate to create, and implement, an editorial calendar based on short-term and long-term content strategies
- Manage the school's online brand reputation by monitoring social conversations and engaging audiences across social media platforms, online forums, blogs, etc. And engage users on a daily basis and build communities on social media.
- Establish and monitor effective benchmarks for measuring the impact of social media campaigns.
- Analyze, review, and report on the effectiveness of campaigns in an effort to maximize results.
- Monitor latest trends and best practices in social media, including tools, applications, channels, design and strategy, and implement for the school once they can deliver impact
- Maintain and update social media guidelines implemented for the school and share with campus groups managing, or planning to manage, any ongoing social media presence for their organization outside of the Office of Communications.
- Provides administrative support for VP of Advancement, supports annual giving, major gift, and other fundraising campaign related activities with an emphasis on digital and social campaigns/tactics.
- Provide administrative support for donor relations and stewardship activities.

- Collaborates with the advancement team to execute events like the President's Christmas Reception, the Women's Wine Tour, the Ram Open, alumni events, and more.

Required Education, Knowledge, Skills, Abilities:

- Bachelor's degree and three to five years of experience in social media marketing, digital marketing, or an equivalent combination of education and experience.
- Proven ability to balance compassion, empathy, and accountability while effectively serving the vision and mission of an Archdiocesan high school.
- Demonstrated background in social media and website content creation.
- Display in-depth knowledge and understanding of social media platforms, their respective users, and how each platform can be deployed most effectively.
- Active and well-rounded personal presence on social media.
- Maintains excellent written, verbal, and audiovisual communication skills.
- Excellent collaborator, with an ability to gather and cultivate stories from diverse groups.
- Ability to manage multiple projects at once, often under tight deadlines and with multiple collaborators.
- Possesses ability to identify potential negative or crisis situations in online comments.
- Ability and interest in staying current with best practices in social media trends; writing for the web; graphic design, and business/industry trends.
- Strong, disciplined time management, project management, and planning skills.
- Works well in a fast-paced environment and is able to manage multiple high-priority assignments.
- Possesses basic copywriting, photography, and videography skills.
- Basic proficiency in content creation software tools such as those found in the Adobe Creative Suite/Cloud (particularly Photoshop), or similarly functioning software products.
- Proficiency with Meta Business, Composer, Google, and Microsoft products.
- Experience with a project management platform, such as Asana, preferred

Benefits:

- Central Catholic is proud to offer comprehensive benefits to our eligible employees:
 - Medical, Dental, and Vision coverage for the employee at no cost
 - Option to Opt-Out of Health Insurance
 - Flexible Spending Account
 - Short-Term & Long-Term Disability (Employer Paid)
 - Personal Days and Sick Leave
 - Holiday Pay
 - Paid Jury Duty
 - Paid Bereavement Leave
 - Life Insurance
 - Employee Assistance Program
- **Other Details:**
- **Application Deadline:** Open until filled
 - **Application Process:** Please email or fax, cover letter, resume, and three references to employment@centralcatholichigh.org or 503.688.1092 (fax).

Questions concerning this position should be directed to Kate Grewell, Director of Human Resources & Employee Experience, employment@centralcatholichigh.org, 503-235-3138 x 1280.