



St. John Paul II Catholic High School is seeking a full time Social Media and Alumni Coordinator.

GENERAL PURPOSE

The Social Media and Alumni Coordinator is an integral member of the JPIL development team. The coordinator strategically develops, manages, and implements programs designed to engage the alumni & alumni parent communities to create a life-long, mutually beneficial relationship with St. John Paul II (JPIL). The coordinator is also responsible for creating, implementing, and fine-tuning JPIL's social media strategy across multiple platforms; measuring and increasing audience engagement on those platforms; and maintaining consistency of message and editorial standards. The coordinator collaborates closely with administration, faculty, and staff to deliver an integrated and innovative approach to school development.

RESPONSIBILITIES

- Develop a vision for alumni and alumni parent relations development at JPIL in conjunction with the Headmaster.
- Responsible for the coordination of all types of alumni & alumni parent events, including fundraising, networking, reunions, and meetings.
- Assists the development office by updating alumni database information and by identifying potential donors.
- Collaborates with the Headmaster and development office to implement annual giving initiatives and strategies to increase annual giving among alumni & alumni parents.
- Increases the visibility of key alumni & alumni parents on campus to connect students with successful professionals and potential professional experiences.
- Develop and implement platform-specific strategies to increase JPIL's presence across Instagram, Facebook, Twitter, and LinkedIn, as well as emerging, relevant social media sites with a focus on follower growth, engagement, and click-through.
- Provide data and analytics management and reporting across all social platforms.
- Use data and social listening to inform decisions.
- Understand school-wide mission and goals to support enrollment, as well as stakeholder and influencer engagement.
- Monitor social media conversations identify prevailing sentiment and areas of concern. Develop and execute strategies to enhance reputation and manage negative conversations and ratings on social media platforms, review sites, and other digital forums.
- Ensure full integration of social media channels with JPIL website and other JPIL channels, including social links, share buttons, twitter feeds, social hubs, and YouTube videos.



QUALIFICATIONS

- Proven track record of success leading social media engagement, particularly in higher education, not-for-profit, journalism or publishing.
- A keen and discriminating visual eye.
- Marketing, Public Relations, Media or Journalism background a plus.
- Comfortable working with colleagues from the C-Suite to the front lines.
- Strong command of social media best practices.
- Deep understanding of analytics tools and a proven ability to make decisions based on data.
- A knack for social media copy (writing headlines and social language, curating photos, etc.) and spotting great editorial content.
- Demonstrated ability to operate effectively in a fast-paced environment.
- Eager, analytical problem-solver with a testing mindset and ability to translate concepts into action plans.
- Reliable, responsible, collaborative, and energetic team member.

MINIMUM REQUIREMENTS

- Bachelor's degree required in Marketing, Communications, Journalism, or related area of study.
- Experience in a social media leadership role and in planning and executing events, particularly in education or a not-for-profit environment.
- High proficiency and expertise in applications including, but not limited to, Google Suite, Adobe Creative Suite, Facebook, Instagram, and Twitter.
- Excellent analytical and communication (of all types, written, oral, presentation and interpersonal) skills.