

Coordinator, Digital Media Specialist

Job Description Section

St. Pius X High School is seeking a talented and knowledgeable Digital Media Specialist. As part of the Communications & External Marketing team, the Digital Media Specialist will develop effective digital marketing content across various social media platforms and advertising campaigns. This team member will play a crucial role in enhancing the organization's online presence, increasing brand awareness, and driving engagement with target audiences of existing and prospective constituents.

Position: Coordinator, Digital Media (2024-2025)

FLSA: Full-time, Contract, Exempt

Reports to: Director, Communications & External Marketing

Work Schedule: 7:30 a.m. to 4:30 p.m., Monday through Friday, plus scheduled events.

Mission: Prayer, Study, Community, Preaching - this is Dominican education at St. Pius X High School. Inspired by Veritas, young men and women embrace academic excellence and integrity, celebrate the community's diverse gifts and heritage, and embody social justice and service.

Responsibilities:

- Develop and execute comprehensive digital content with consistent branding and key messaging to achieve business objectives and targets that focus on enrollment.
- Manage and maintain multiple social media accounts, including Facebook, Instagram, Twitter, LinkedIn, YouTube, etc.
- Assist with content, visuals of and maintenance website and custom webpages such as Niche.
- Create engaging and compelling content for digital media platforms, including text posts, images, videos, and infographics - must have graphic design and Canva knowledge.
- Implement paid social media advertising campaigns on platforms such as Facebook and Google.
- Analyze social media metrics and generate reports to measure the success of campaigns, identify areas for improvement, and provide actionable insights.
- Understand the Meta Business Suite including functions such as Ads Manager, Pixels, Events, etc. to crosslink and track conversions.
- Stay up-to-date with the latest trends and best practices in social media marketing, digital advertising, and SEO.
- Promote online reputation management and build positive presence to become subject matter expert.
- Collaborate with cross-functional teams to generate content and design that aligns digital media efforts with overall communications and marketing initiatives.
- Assist with the creation and production of digital and print collateral materials as needed.
- Serve as PR ambassador and represent organization in various functions.

- Demonstrate ability to meet deadlines and adaptability to fast-paced environment.

Job Qualifications Section

Required Qualifications:

- Commitment to embrace the mission of St. Pius X High School.
- Bachelor's degree in related field.
- A minimum of two years in communications or digital media related fields.
- Excellent computer skills, including proficiency in Microsoft Office, and understanding of various communications and fundraising platforms.
- Proficiency in graphic design, including Adobe Creative Suite.
- Highly organized and reliable with demonstrated success working in a quick-paced, dynamic environment with many responsibilities.
- Skills in photography, video and editing.
- Professional and positive oral and written communication skills.
- Ability to exercise discretion in handling confidential information and materials.
- Completion of safe environment training (currently Safe Haven).

Visit www.stpiusx.org/employment to apply.