



**MARKETING & COMMUNICATIONS ASSOCIATE**  
**START DATE - December 2024**

**POSITION OVERVIEW**

St. Luke's Episcopal School seeks a dynamic and creative individual to join our team as a Marketing and Communications Associate. This role supports the school's mission by advancing the brand, promoting our programs, and enhancing communications with internal and external audiences. The Associate will collaborate with the Director of Enrollment and Marketing, administration, and faculty to develop and implement strategic marketing and communications initiatives that highlight the distinct qualities of a St. Luke's education.

**REPORTING**

The Marketing & Communications Associate reports directly to the Director of Enrollment Management & Marketing

**THE ROLE**

St. Luke's Episcopal School seeks an experienced (2 plus years) well-qualified, dynamic, Marketing & Communication Associate. Supervised by the Director of Enrollment Management & Marketing, the Associate develops and implements a plan for print and online messaging to ensure a consistent and thoughtful presentation of St. Luke's within and beyond the community. This person is responsible for the website, social media, and communications.

The Marketing & Communications Associate must be a dynamic, energetic, go-getter who embraces working in a school environment. The role requires someone who will take the initiative to proactively support the goals of the School and the Marketing department. Our goal is to excite, delight, and inspire confidence within and beyond the St. Luke's community.

**Duties:**

- Be a thought partner to the Director of Enrollment Management & Marketing to develop strategic plans and processes for the marketing and communications of St. Luke's Episcopal School

- Work with faculty and staff to gather stories and news for the School's community newsletter and other School communications. Creates and distributes the weekly community newsletter, *The Glance*
- Assist with the management of the school's photo database. Upload photos and distribute them as necessary, per the Director of Enrollment Management
- Manage the School's online presence including the website, social media accounts, and online profiles. Creates compelling content (graphics, photos, and stories) to engage current and prospective families. Monitors channels for feedback, trends, and engagement opportunities
- Develop and maintain relationships with media contacts to increase earned media. Write and distribute press releases as needed
- Coordinate the production of printed assets for the Admission and Development departments. Establishes schedule, develops stories, edits content, selects images, and works with outside design and production vendors to complete project
- Use photographic skills to capture events and student life on campus to share on social media, news articles, marketing, and communications pieces
- Maintains the school's brand guide, branded templates, and digital assets. Ensures compliance and consistent messaging across all marketing and communications pieces
- Maintains the school's communication and public relations mailing lists in Mailchimp, RenWeb, and SchoolAdmin
- Work with vendors to produce school-branded merchandise, materials, and supplies
- Assist with special projects, events, administrative tasks, and other team duties as assigned
- Partner with school leadership to support Parent Council initiatives
- Other duties as assigned
- Anticipated start date is December 2024 or January 2025.

### **Qualifications, Skills, and Abilities:**

- Bachelor's degree from a four-year accredited institution. Advanced degree preferred
- Three or more years of experience in the nonprofit sector managing communications & marketing for an organization. Independent school experience preferred
- Experience with Canva, Adobe Creative Cloud (specifically InDesign, Illustrator, Photoshop, and Adobe Express), Microsoft 365 (Word, PowerPoint, Excel, etc.), Google Suite, and AI tools
- Familiarity with school CMS/CRM systems
- Strong project management, communications, interpersonal skills; ability to work both independently and collaboratively across teams, departments, and division
- Approachable and collaborative, possess effective communication and problem-solving skills
- Excellent writing and communication skills

- Excellent listening skills
- “Can do” attitude and ability to work as part of a team; see a need, address the need
- Ability to manage multiple projects at one time on tight deadlines
- Ability to receive feedback and engage in continuous self-improvement
- Ability to adapt to a dynamic, rapidly changing work environment
- Ability to build positive relationships with all important constituencies

Interested candidates should email their cover letter and resume to [disabelle@sles-sa.org](mailto:disabelle@sles-sa.org).

*St. Luke’s Episcopal School (SLES) is an independent Episcopal day school that offers a balanced approach to learning in an academic and spiritual environment to approximately 250 students in early childhood through 8th grade. We have two sections of most grade levels, PK3-8 grade.*

*SLES staff embodies the values of academic excellence, an authentic spiritual community, and strong character building. We focus on meeting the social and emotional needs of our students and understand that it takes both strength of mind and heart to live with integrity, to find one’s passions, and to create meaningful change in the world. We believe that students learn to their potential when they are inspired. With rich content and an emphasis on student-centered programming, students are empowered and encouraged to be active and engaged learners. Our teachers provide an education that is both challenging and supportive. As an Episcopal School, our teachers reach beyond the facts to embrace spiritual inspiration. They work to consistently draw connections through expertise, responsiveness, and deep knowledge, and commitment to our unique Episcopal identity. They work to ensure that students become active and curious learners – and are compassionate and courageous citizens fully prepared for future endeavors and challenges.*