



ST. JOHN'S SCHOOL

GUAM, USA

Full-Time Marketing & Communications Officer

We are currently looking for a dedicated and enthusiastic individual to join St. John's School's as a Full-Time Marketing & Communications Officer. This role is integral to enhancing the school's visibility, attracting prospective students, and maintaining effective communication with current families. The ideal candidate will possess a strong understanding of the education sector, excellent communication skills, and a creative mindset to contribute to the school's marketing efforts.

Responsibilities:

Content Creation:

- Develop engaging and education-focused content for various marketing channels, including social media, blogs, newsletters, and the school's website.
- Collaborate with educators to showcase the school's unique curriculum, extracurricular activities, and achievements.
- Designing and oversee the creation of marketing materials such as brochures, press releases, and advertisements.
- Ensure all content is consistent with the company's brand voice and guidelines.
- Update and send the weekly memorabilia "The Knightly News" and the quarterly newsletter, "Knights Highlights."

Social Media Management:

- Maintain and update social media profiles with content that highlights the school's values, academic successes, and community involvement.
- Implement social media campaigns to promote school events, achievements, and student activities.

Prospective Student Outreach:

- Assist in organizing and attending admissions events, open houses, and school tours to attract prospective students and their families.
- Support the admissions team in creating marketing materials that effectively communicate the benefits of our private school.

Retaining Current Students:

- Develop and implement strategies to retain current students by highlighting their achievements and providing consistent communication with families.
- Engage current students and their families through targeted marketing campaigns and school events.

Vendor Coordination:

- Coordinate with vendors for the production and procurement of marketing materials.
- Communicate with vendors to ensure timely delivery and quality of materials.

Alumni Engagement:

- Collaborate with alumni relations to maintain relationships with former students.
- Create content that showcases the accomplishments of alumni and fosters a sense of pride among the school community.

Administrative Support for School Events:

- Assist in planning and coordinating school events, such as graduation ceremonies, fundraisers, and parent-teacher conferences.
- Manage communication materials and logistics for events to ensure a smooth experience.
- Provide photo and video coverage of events, including graduation, school concerts, drama productions, ring ceremonies, etc.
- Edit video content and upload it to the school's YouTube channel.

Email Marketing:

- Support the creation and execution of email campaigns targeting current and prospective parents.
- Ensure that email communications align with the school's brand and values.
- Update and manage the email list of families, parents, and shareholders to ensure accurate and effective communication.

Development/Fundraising Initiatives

- Produce development materials such as annual reports, donor communications, and fundraising collateral.
- Work with relevant departments to gather necessary information and data for development materials.
- Ensure all development materials effectively communicate the impact and value of the company's initiatives.
- Work with the Development Committee to plan, organize, and execute fundraising initiatives including the Annual Fund and Giving Day.
- Coordinate events and activities aimed at engaging donors and supporters.

Analytics and Reporting:

- Track and analyze enrollment data and other key performance indicators to assess the effectiveness of marketing initiatives.
- Provide regular reports to inform decision-making and refine marketing strategies.

Other duties as assigned.

Qualifications:

- Bachelor's degree in Marketing, Communications, Business, or a related field.
- 3-5 years of experience in marketing and communications roles.
- Proficiency in using Adobe Creative Suites and other marketing tools and platforms, including social media management tools, analytics tools, and email marketing software is required.
- Proven experience in developing and executing successful marketing campaigns.
- Strong writing, editing, and proofreading skills.
- Excellent organizational and multitasking abilities.
- Creativity and the ability to think outside the box.
- Familiarity with current marketing trends and best practices.

How to Apply:

Interested candidates should submit their resume, cover letter, and portfolio to muntalan@stjohnsguam.com with the subject line "Marketing and Communications Officer Application – [Your Name]". Applications will be reviewed on a rolling basis until the position is filled.

This is an urgent hire, and we will prioritize candidates who can start immediately or within a short timeframe.