



St. Catherine of Siena Academy

Position: Communications and Marketing Coordinator

St. Catherine of Siena Academy is an all-girl Catholic High School in Wixom, Michigan.

Our Mission is to transform the culture by inspiring young women to discover and develop their Feminine Genius - their unique identity and gifts as women created in the image of God.

About the Position

St. Catherine of Siena Academy is seeking a dynamic and creative Full-Time Communications and Marketing Coordinator to join our staff. The ideal candidate is passionate about storytelling, design, media, and mentoring young women in the communication arts. This position supports school-wide marketing and communications efforts, oversees student content creators, and promotes the Academy's mission and events through digital, print, and social media channels. The Communications and Marketing Coordinator works collaboratively with internal departments and affiliated groups to maintain and expand the school's brand presence and community engagement.

Primary Duties and Responsibilities

- Oversee and mentor student content creators to produce compelling coverage (written, photographic, and video) of school athletics and extracurricular events.
- Capture high-quality photos and videos at school events to be used across promotional materials, the website, newsletters, print publications, and social media channels.
- Manage, draft, and schedule email communications for various school-affiliated groups ensuring consistency and clarity in all messaging.
- Assist in the creation, enhancement, and maintenance of content on school web pages, including the addition of updated resources, interactive features, and visually appealing designs.
- Manage requests for and create online registration forms for events hosted by affiliated school groups, ensuring user-friendly functionality and branding alignment.
- Create, post, and manage content for school and alumni social media accounts using strong design sensibility and a strategic approach to engagement and storytelling.
- Collect, curate, and manage content for school newsletters. Coordinate with departments and individuals to ensure timely, accurate, and mission-aligned communications.
- Assist in developing and distributing internal communications for faculty, staff, and students, supporting community engagement and schoolwide initiatives.
- Submit and oversee external advertising placements, press releases, and other earned media efforts. Ensure promotional opportunities align with school branding and goals.
- Partner with school departments to support communications, signage, promotion, and media coverage for key events such as open houses, fundraisers, athletics, and student showcases.
- Work closely with Communications and Marketing vendors to maintain consistency in tone, branding, and style across all media formats and platforms.
- Develop and maintain positive working relationships with faculty, staff, students, alumni, coaches, and parents to support communication goals.
- Monitor school-affiliated and third-party social media channels (e.g., sports team pages, parent groups) to maintain brand awareness and ensure alignment with school values.

Minimum Qualifications/Experience

- Bachelor's degree in Communications, Marketing, Journalism, or related field

- Minimum of 3 years of experience in communications, marketing, or public relations
- Experience managing social media and digital content for an organization
- Proficient in graphic design tools such as Canva or Adobe Creative Suite
- Demonstrated experience in photography and videography for promotional use
- Willingness to work occasional evenings and weekends to support events
- Committed to the mission and values of Catholic education

Required Knowledge/Skills

- Knowledge of Microsoft Office products required
- Experience with website editing, email marketing platforms, web form tools and content management systems
- Photography and/or video editing experience a plus
- Excellent written and verbal communication skills
- Strong written, verbal, and interpersonal skills. Ability to easily change writing styles to fit the audience and voice of the piece
- Creative, self-starter attitude and the ability to work collaboratively
- Effective Time management skills and flexibility with job duties
- Comfortable managing multiple projects, priorities, and deadlines
- Commitment to the highest standard of customer service and professionalism

Qualified applicants are invited to email a cover letter and resume to human resources, Attn: Jennifer Starzacher at humanresources@saintcatherineacademy.org