

**POSITION SUMMARY:** The Communications and Media Relations Specialist at Gwynedd Mercy Academy High School plays an important role in enhancing the school's visibility and engagement through communications and media relations efforts. In a twelve-month position, the Coordinator role involves managing the school's digital presence, coordinating media production, overseeing vendor relationships, and facilitating effective internal and external communications.

The Coordinator is a member of a two-person department that works closely with all School departments to ensure cohesive messaging and brand consistency, fostering a strong connection between the school and our community. They are responsible for many organizational and creative tasks to maintain and improve the marketing and communications efforts of the School. The Communications and Media Relations Specialist commits to the mission of Catholic education in the Mercy tradition.

**KEY RESPONSIBILITIES:**

- **Website Management**
  - Maintain and update website, to ensure accuracy and relevance.
  - Create and manage calendars, forms, and new web pages, in collaboration with administration and various departments.
  - Troubleshoot technical issues with FinalSite support to ensure optimal user experience.
  - Collaborate with the department director on website design, UX enhancements, and ADA compliance.
- **Content Creation and Distribution**
  - Maintain regular communication with parishes and feeder schools.
  - Capture photos and develop content at school events and activities to share across various platforms.
  - Collaborate with other sources to identify the public voice of the brand
  - Write letters, interdepartmental memos, and other business correspondence
  - Develop materials to educate staff and faculty on communication practices
- **Social Media Management**
  - Oversee the school's social media platforms, ensuring timely and engaging content.
  - Develop and execute comprehensive media relations strategies aligned with School's organizational goals
  - Identify and capitalize on newsworthy opportunities to generate positive media coverage for School

- Build and maintain strong relationships with key media contacts across various platforms
- **Communication and Collaboration**
  - Develop and deploy regular email and newsletter communications to keep the school community informed and engaged.
  - Facilitate clear and effective internal and external communications with stakeholders, including students, parents, alumnae, and staff.
  - Collaborate with all School employees (including but not limited to members of School Administration, Academic, Admissions, Advancement, and Athletics teams) to ensure content accuracy, functionality, and alignment with school events and media pages.
- **Vendor Management**
  - Coordinate and manage relationships with vendors, including those providing photography, videography, and marketing services.
  - Ensure that vendor services align with the school's brand and communication standards.
- **Monarch Media Productions**
  - Serve as a moderator of Monarch Media Productions, guiding students in the creation of multimedia content that highlights the school events, achievements, and stories.
- **Additional Duties**
  - Vendor management Support community engagement by managing and coordinating external donation requests
  - Serve as a mentor and professional resource for student interns

## QUALIFICATIONS:

- Bachelor's degree in communications, Marketing, or a related field.
- **Minimum** of three to five years of experience.
- Proven experience in communications, media relations, or a similar role.
- Proficiency in social media platforms and website management.
- Strong organizational and project management skills.
- Excellent written and verbal communication skills.
- Ability to work collaboratively and independently.
- Commitment to the mission of Catholic education in the Mercy tradition.

The statements herein are not an exhaustive list of all responsibilities, duties and competencies required to perform the job and may change as determined by the needs of Gwynedd Mercy Academy High School.

If interested and meet qualifications, please send resume, cover letter and three references to [careers@gmahs.org](mailto:careers@gmahs.org).

This posting closes on January 10, 2025