October 18, 2022

**PART TIME**

**Social and Marketing Specialist**

Holy Family - Parma

 - Parma, OH

Holy Family Parish and School is celebrating its 150th anniversary of involvement and service to the Community of Parma and all of God’s children. Holy Family Parish is seeking a part-time Social Media and Marketing Specialist to assist with promoting Holy Family Grade School and the Holy Family Parish community. The Social Marketing Specialist will help Holy Family School and Holy Family Parish grow its reach in to the community and extend its mission through the use of social media to promote the activities of both the School as well as the Parish. The Social Marketing Specialist will utilize their background in Marketing and Communications as well as their familiarity and experience with major social media platforms, content management technologies and photo and video editing tools to showcase the educational, spiritual and community engagement opportunities to be experienced as a member of the Holy Family community. The Social Marketing Specialist will work with the Administration, Faculty and Admissions staff to promote the learning experience and opportunities taking place at Holy Family School. As part of the schools transformation to STEM based learning, the Social Marketing Specialist will work with teachers and STEM partners in the community to promote Holy Family School’s engagement with the local community to solve real world problems. The Social Marketing Specialist will work with Administration and Admissions to capture the experience and environment of Holy Family School for social media campaigns focused on recruiting prospective students and families. The Social Marketing Specialist will also promote on social media, events that showcase Holy Family School and Holy Family parish sense of community and at large community involvement. This role has growth potential to expand into additional areas beyond social media and marketing, depending upon the history and experience of potential candidates with respect to alumni relations and giving.

Basic Skills Required

• Bachelors Degree or higher in Marketing, Communications or Media Technologies (3-5 years of significant experience in place of a formal four year degree)

• Experience with the major mainstream social media platforms (Facebook, Twitter, Instagram, TikTok) in support of product advertising, brand building/engagement and demand generation • Proficiency with Microsoft Office / gSuite tools, video editing tools (iMovie, Final Cut, Adobe Premiere etc), Web Content Management Platforms Advanced Skills:

• Experience leading e-mail marketing campaigns

• Demonstrated experience with K12/Higher Education or Non-Profit marketing and promotion

• Demonstrated experience with developing and leading marketing campaigns • Experience with academic recruitment

• Experience developing metrics and tracking for social media engagement, enrollment/marketing/giving campaigns

• Experience with Institutional Giving and Alumni Relations/Outreach is highly desirable.

When applying, please email a cover letter, resume, and three letters of reference to [michael.potosky@cox.net](mailto:michael.potosky@cox.net). sFinally, be prepared to provide us with a sample of your digital portfolio showcasing your ability to effectively communicate and market on Social Media platforms, your proficiency with video editing as well as ability to communicate effectively and professionally via a sample business letter.