



Job title: Marketing Coordinator, Cristo Rey Columbus High School (“CRC”)

Department: Marketing & Operations

Supervisor: Marketing & Operations Director

Category: Full-time

Who we are:

Cristo Rey Columbus prepares students to excel in college, in career, and in character. Our college-prep curriculum, work-study program, and faith-based education combine to give students a unique experience and an affordable option for high-quality education. Our school is grounded in the following characteristics, which shape the Cristo Rey Columbus experience for our faculty, students and families:

- **Catholic Identity** – At the heart of the Cristo Rey Columbus community is our faith in Jesus Christ, and a commitment to nurture the faith of all students. This all happens in an atmosphere of mutual respect and concern for all members of our Cristo Rey Columbus community – students, teachers, staff, and families.
- **College-Prep Academics** – All students take college preparatory coursework. Our teachers and support staff work to support students in achieving high academic standards setting them up for success in college.
- **Work-Study Program** – Our students work in a professional environment five days a month providing students with a professional mentor. This experience not only helps to fund students’ education, it provides them with an invaluable opportunity to engage in a professional environment.
- **Diverse Community** – We value and are proud of our diversity. Over half of Cristo Rey Columbus students have at least one parent who was born outside of the United States. Cristo Rey families come from over 40 different countries including in Africa, Asia, and Central and South America. Nearly half of Cristo Rey students speak a language other than English at home, including Creole, Hindi, Spanish, and Swahili.

Job Description: The Marketing Coordinator assists with marketing, web, social media, event planning, and audio/visual projects. Under the guidance of the Marketing & Operations Director, this position will create dynamic content and execute marketing initiatives to further establish the CRC brand and identity within the greater Columbus community, as well as manage internal projects and needs from other departments. The Marketing Coordinator will assist with the conceptualization, planning, and execution of external-facing annual events.

This position is an on-site position that requires interacting daily with the student body of Cristo Rey Columbus. It may be necessary to drive a school vehicle, which requires an approved driving record for insurance purposes.

Responsibilities: In partnership with the Marketing & Operations Director, the Marketing Coordinator will work on or assist with any and/or all aspects of the following:

Marketing

- Layout, graphic design, copywriting, and printing of collateral pieces
- Layout, graphic design, copywriting, printing, and installation of internal creative displays
- Collaborating with other CRC departments on their marketing needs
- Monitoring school activities and accomplishments for brand awareness opportunities and capturing for use on internal and public platforms
- Exploring external branding opportunities with business partners, community leaders, and other stakeholders

Website

- Updating website with new content and event-related information
- Updating website with CRC job postings and school forms
- Conducting annual updates
- Assisting CRC departments on their website needs

Social media

- Curating and post content from school activities and accomplishments
- Creating and manage social media calendar
- Brainstorming new opportunities for social media engagement
- Monitoring social media platforms for inappropriate comments

Event planning

- Working with CRC departments on continued development of existing events
- Contributing to event plan write ups, planning timelines, and budget management
- Working with outside vendors on event execution
- Contributing to scripts, run of shows, slideshow presentations, and other event materials
- Managing guest experience, program elements, vendor and volunteer coordination, and other event day tasks as needed

Audio/Visual

- Creating and manage inventory of current video and photo content
- Conceptualizing new video and photo opportunities
- Assisting on video and photo shoots

Required Qualifications:

- Bachelor's degree
- Valid driver's license and approved driving record
- Reliable transportation to and from work

Required Skills:

- Proficiency with Adobe Creative Suite products

- Previous experience in marketing
- Highly-motivated with strong work ethic
- Organized and able to handle multiple assignments
- Keen interpersonal skills with students, colleagues, and the general public

Recommended Skills:

- Previous experience planning and/or working events
- Previous experience with creating social media content
- Previous experience working on audio/visual projects

To apply:

- Email a copy of your resume and cover letter to Lynn Truitt, Marketing & Operations Director, at ltruitt@crchsworks.org
- A background check and attendance at a Protecting God's Children session will be required prior to employment