



DIGITAL MARKETING MANAGER

ABOUT KENNEDY CATHOLIC HIGH SCHOOL

Kennedy Catholic High School is a private Catholic high school, dedicated to providing quality Catholic education to all students, committed to fostering young people's relationship with God, devoted to educating the whole person, and driven to inspire a life-long commitment to learning and service.

JOB SUMMARY

The Digital Marketing Manager's main goal is to grow Kennedy Catholic's digital brand influence while increasing awareness, loyalty, and attendance. Additional functions include collaboration and support of the department, and marketing and communications activities to promote Kennedy Catholic internally and externally. This is a full-time position reporting to the Director of Marketing and Communications.

QUALIFICATIONS

- BS degree in marketing or related field
- Proven work experience in digital marketing
- Demonstrable experience leading and managing SEO/SEM, marketing database, email, social media and/or display advertising campaigns
- Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform and motivate
- Experience with A/B and multivariate experiments
- In-depth knowledge of various social media platforms, best practices, and website analytics
- Familiarity with Catholic schools or a school environment preferred
- Excellent oral and written communication skills and attention to detail
- Up to date with the latest trends and best practices in online marketing and measurement
- Ability to generate, share and follow through on ideas to promote Kennedy Catholic
- Ability to work well with others in a collaborative, fast-paced and professional environment

PRIMARY RESPONSIBILITIES:

- Plan and execute all digital marketing, including SEO/SEM, marketing database, email, social media and display advertising campaigns (under guidance of Director of Marketing)
- Design, build and maintain our social media presence
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
- Brainstorm new and creative growth strategies, including engaging brand messaging
- Plan, execute, and measure experiments and conversion tests
- Collaborate with internal teams to create landing pages and optimize user experience (Finalsite, Facebook, Instagram)
- Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points
- Monitor the information email and respond to questions and concerns when necessary

- Responsible for writing and posting monthly Communi-K stories
- Create relationship with, and send photos/videos to, local press
- Assist with events, as needed, especially with capturing video/photos
- Other duties as assigned

Apply through AppliTrack by going to the Office of Catholic Schools website at <https://www.applitrack.com/seattlearch/onlineapp/default.aspx?all=1> . Additionally, email your cover letter and resume to Peggy Cunningham, Assistant to the President/Principal, cunninghamp@kenedyhs.org. Ms. Cunningham will confirm receipt and request any additional materials necessary throughout the review process.