**Regina Communications and Marketing Coordinator (CMC)**

# **Overview**

The Regina Communications and Marketing Coordinator (CMC) is a vital part of the Regina Catholic Education Center and Regina Foundation team charged with assisting in managing and enhancing the positive image of the school and Foundation via communications and marketing. The ideal candidate will possess excellent written and oral communication skills, which will be used to communicate effectively with teachers, administrators, donors, alumni, families, local parishes, and external media.

# **About Regina**

Regina Catholic Education Center is a PreK-12th grade school and an extension of the four area parishes: Saint Mary of the Visitation, Saint Patrick, Saint Thomas More, and Saint Wenceslaus. Through the generous support of these four Catholic parishes Regina is able to provide all families who desire Catholic education a place to learn.

# **Key Responsibilities**

The Communications and Marketing Coordinator will:

* Consult with Principals, Admissions Director, Special Events Coordinator, Administrative Team Coordinator, and the Foundation Executive Director to determine overall objectives and priorities.
* Create, obtain, and manage new content on a regular basis for the [www.Regina.org](http://www.Regina.org) website and the school and Foundation’s social media (Facebook, Twitter, Instagram, LinkedIn, etc.).
* Assist school and Foundation staff with capital campaign marketing and communications related tasks as requested.
* Promote Regina via media releases and other publicity activities.
* Support school administrators as requested with responses to media requests and community relations items.
* Ensure a cohesive message, look, and style of outgoing correspondence for branding continuity, including logos and electronic and written communications (website, e-newsletters, print communications such as brochures, Foundation impact report, etc.).
* Design, write, publish, and mail the Foundation’s annual impact report.
* Write and design the Foundation alumni newsletter (including interviewing alumni, parents, & donors) to be published 2x/year.
* Utilize multimedia skills to help design and oversee production of digital videos such as (but not limited to) donor thank-you videos and fundraising videos for the Foundation, videos to post at [www.Regina.org](http://www.Regina.org), photo slideshows, and/or web-based audio projects.
* Work with Foundation staff to assist with alumni relations (mentor program, events).
* Other requirements as determined by the Board of Education, school administrators, and Foundation.

# **Required Qualifications**

* Degree or certification in marketing, journalism, public relations, or communications, or related discipline, or requisite experience in lieu of a degree.
* Ability to manage organizational content on Facebook, Twitter, and other social media platforms.
* Experience managing website content using WordPress or similar CMS (content management system).
* Demonstrated proficiency with Microsoft Office (Word, Excel, etc.) and digital media tools (Adobe Creative Suite, etc.).
* Excellent written and oral communication skills and ability to communicate effectively with staff, administrators, alumni, donors, families, and external media.
* Willingness to travel locally when appropriate and work weekends and evenings as needed (valid Iowa driver’s license required).
* Possess strong organizational skills, the ability to self-motivate, and the ability to meet pre-established deadlines.
* Ability to work effectively and autonomously in office settings.
* Recognition of Catholic school goals and values.
* Applicant must pass a background check and complete Virtus training.

# **Desired Qualifications**

* A minimum of two years’ professional experience in related field.
* Strong videography and photography shooting and editing skills.
* Experience in dealing with the media and knowledge of local media resources.

# **Position Details**

* **Position Type:** Full-time; eligible for full-time employee benefits including healthcare insurance, 403B plan, paid days off, and free AM/PM services.
* **Start-date:** Immediately

# **To Apply**

Email a resume and cover letter to Alan Opheim at [alan.opheim@regina.org](mailto:alan.opheim@regina.org) or send copies by mail to:

Alan Opheim

Business and Finance Director

Regina Catholic Education Center

2140 Rochester Avenue

Iowa City, IA 52245

Finalists will be asked to provide a writing sample and exemplary creative materials, such as sample photography, videography, or graphic/web design materials.