



ST. JOHN'S SCHOOL

GUAM, USA

Full-Time Marketing & Communications Assistant

We are currently looking for a dedicated and enthusiastic individual to join St. John's School's marketing team as a Full-Time Marketing & Communications Assistant. This role is integral to enhancing the school's visibility, attracting prospective students, and maintaining effective communication with current families. The ideal candidate will possess a strong understanding of the education sector, excellent communication skills, and a creative mindset to contribute to the school's marketing efforts.

Responsibilities:

Content Creation:

- Develop engaging and education-focused content for various marketing channels, including social media, blogs, newsletters, and the school's website.
- Collaborate with educators to showcase the school's unique curriculum, extracurricular activities, and achievements.

Social Media Management:

- Maintain and update social media profiles with content that highlights the school's values, academic successes, and community involvement.
- Implement social media campaigns to promote school events, achievements, and student activities.

Prospective Student Outreach:

- Assist in organizing and attending admissions events, open houses, and school tours to attract prospective students and their families.
- Support the admissions team in creating marketing materials that effectively communicate the benefits of our private school.

Alumni Engagement:

- Collaborate with alumni relations to maintain relationships with former students.
- Create content that showcases the accomplishments of alumni and fosters a sense of pride among the school community.

Administrative Support for School Events:

- Assist in planning and coordinating school events, such as graduation ceremonies, fundraisers, and parent-teacher conferences.
- Manage communication materials and logistics for events to ensure a smooth experience.

Email Marketing:

- Support the creation and execution of email campaigns targeting current and prospective parents.
- Ensure that email communications align with the school's brand and values.

Analytics and Reporting:

- Track and analyze enrollment data and other key performance indicators to assess the effectiveness of marketing initiatives.
- Provide regular reports to inform decision-making and refine marketing strategies.

Other duties as assigned.

Qualifications:

- Bachelor's degree in Marketing, Communications, Business, or a related field.
- Previous experience in a marketing role or internship is a plus.
- Strong written and verbal communication skills.
- Proficiency in using Adobe Creative Suites and other marketing tools and platforms, including social media management tools, analytics tools, and email marketing software.
- Excellent organizational and multitasking abilities.
- Creativity and the ability to think outside the box.
- Familiarity with current marketing trends and best practices.