



## **Marketing & Public Relations Coordinator and Team Member (Part-Time)**

Join us in advancing the mission of John Paul II Catholic School and helping families discover the gift of Catholic education.

### **Position Overview**

John Paul II Catholic School is seeking a dynamic, faith-filled Marketing & Public Relations Coordinator to serve as a positive ambassador for our school community. This individual will play a key role in recruitment, family engagement, and public outreach while upholding and modeling the values of the Catholic faith.

The ideal candidate is a practicing Catholic and active member of a church or parish community, demonstrates professionalism and integrity, and possesses strong interpersonal and communication skills.

---

### **Key Responsibilities**

#### **Family & Enrollment Engagement**

- Follow up with prospective families throughout the admissions process
- Maintain consistent communication with new families during their first year
- Assist in student recruitment initiatives and enrollment growth efforts
- Represent the school at recruitment events, open houses, and community functions

#### **Marketing & Communications**

- Promote the mission, vision, and programs of the school in a clear and compelling manner
- Engage prospective families in intelligent, knowledgeable conversations about academics, faith formation, extracurricular offerings, and school culture
- Assist with marketing materials, newsletters, social media content, and website updates
- Ensure consistent messaging aligned with the school's Catholic identity and mission

#### **Public Relations & Community Presence**

- Build and maintain positive relationships with families, parish members, and community partners
- Serve as a welcoming and professional first point of contact for inquiries
- Act as a visible, positive role model who reflects the values of Catholic education

---

**Qualifications:** The candidate should be an active member of a Catholic parish and committed to living out the Catholic faith, have strong interpersonal and communication skills, be professional, welcoming, and be relationship-oriented. The candidate should be technologically savvy (comfortable with social media platforms, digital marketing tools, email systems, and basic graphic design platforms), highly organized, and detail-oriented. The ability to work independently and manage follow-up communication consistently. Experience in marketing, public relations, admissions, or customer service is preferred but not required.

---

**Desired Characteristics:** Passion for Catholic education, be a warm, engaging, and confident communicator, a positive role model for students and families, be a Strategic thinker with a recruitment-minded focus.

**How to Apply:** Interested candidates should submit a resume, cover letter, and references to the school office.

*Compensation will be determined based on performance and enrollment.*

