

# Diocese of Nashville

<https://dioceseofnashville.com/job/social-media-and-marketing-manager/>

## Social Media and Marketing Manager

### Description

The Social Media & Marketing Manager advances the mission of Saint Matthew School by promoting its Catholic identity, academic excellence, and vibrant community through strategic marketing and communications. This position is responsible for developing and implementing marketing initiatives that increase enrollment, strengthen family and parish engagement, support fundraising efforts, and enhance the school's image. All communications should reflect the values and teachings of the Catholic Church and the mission of Catholic education.

Responsibilities include:

- Manage social media accounts for SMS – including Facebook, Instagram, and adding LinkedIn. Create posts and videos throughout the year using school events calendar, requests from faculty, parish calendar events, parent submissions, etc.
- Review and analyze data related to digital marketing from all sources to measure impressions and engagement
- Collect photos and video for content creation
- Manage social media calendar to balance school events, feast days, etc.
- Setup and manage shared drive for pictures taken through the school year
- Assist teachers and parents with loading photos to shared drive
- Work with school photographer to take photos and provide list of admissions, marketing and fundraising needs – manage school photographer visits for candid shots
- Manage the planning/creation/printing/distribution of biannual school magazine
- Manage birthday events/gifts for Pastors and Principal
- Create promotional materials for admissions & fundraising including videos, flyers, and brochures
- Create designs for clothing for spirit store, athletics, clubs and other events when needed
- Assist with website updates, especially updating photos on website
- Assist with updating account information annually such as Niche, Private School Review, Nashville Parent, [GreatSchools.org](https://GreatSchools.org), Yelp, etc.
- Manage several voting competitions through the year including Williamson's Best, Sizzle, Best of Music City and others as deemed necessary
- Manage service pin tracking, ordering and prepping for distribution
- Support SMS events including Mane Event, Haiti Market, etc thru a variety of tasks
- Other tasks as assigned

### Requirements

Skills required:

- Experience planning and managing social media accounts
- Flexibility to juggle multiple tasks, changes in priorities, and additional responsibilities as assigned
- Background/experience in graphic design preferred
- Canva knowledge – required
- Google Suite, Microsoft suite

### Hiring organization

Saint Matthew Catholic School

### Job Location

Franklin, TN

### Date posted

July 23, 2026

### Valid through

23.10.2026

Please submit your resume and application [on Paylocity by clicking HERE](#)

- Photoshop, WordPress, and airtable preferred but not required
- Comfortable working with and learning new technologies

Must have the ability to remain on feet for extended periods of time. Must be able to frequently bend, stoop, and crouch for photo and digital shots. Must be able to lift 30 pounds.

Work week will typically be MWF 7:30-3:30 and will be in-person. Some weeks will require a change of days or time at evening events.

Weekend work is occasionally required (1-3 times per year for a full day on Saturday or Sunday), but weekly hours can be adjusted on these weeks.

Summer office hours are 8-12, but regular school year hours are in effect if needed to complete tasks.

### **How to Apply**

Please submit your resume and application [on Paylocity by clicking HERE](#)