

Diocese of Nashville

<https://dioceseofnashville.com/job/strategic-communication-associate/>

Strategic Communication Associate

Description

In support of the goals of the Strategic Communication Department, the Associate assists in the work of growing and managing internal and external communications and marketing for the Dominican Campus schools: Overbrook Catholic School and St. Cecilia Academy. Through strong written communication, graphic design, online communication, video and photography editing, and other technical support, the Associate will contribute to all areas of school life, admissions, and advancement. The Associate assists the Director in increasing visibility and awareness of Overbrook Catholic School and St. Cecilia Academy among target audiences to make the schools attractive to the Nashville community and to families moving to the area from out of state.

Job Responsibilities

- Follow a communication and marketing plan across all media that reflects Overbrook Catholic and St. Cecilia's missions, including media relations, print materials, website, and social media.
- Create and edit marketing materials and communications for various areas of school life, including athletics, fine arts, alumni relations, development, and admissions.
- Help with externally facing marketing support for drama productions, the St. Cecilia Academy Music Conservatory, the St. Cecilia Dance Academy, and special events.
- Create materials to assist school principals and staff in retention efforts and support school spirit, such as for parent nights, athletic events, fine arts events, camp, leadership workshops, religious celebrations, and other community events.
- Take photographs and create video content used in marketing materials and online.
- Create and post online communications – infographics, videos, reels, photos, website updating to maximize engagement.
- Work with external vendors on the production of audio and video marketing pieces as needed.
- Write, edit, and pitch approved press releases, op eds, blog posts, letters to the editor, and thought leader pieces to Nashville and other publications.
- Draft and create invitations, newsletters, e-blasts, etc.
- Draft content for *The Brook* and *Harpstrings* magazines.
- Coordinate marketing materials for Camp Overbrook and Camp St. Cecilia.
- Assist with merchandise for the Overbrook and St. Cecilia Spirit Stores.
- Assist with the organization of the photograph archive.
- Assist with the production of slideshows/videos for large school presentations as needed.
- Write scripts for administrators for special events as needed.
- Create content and update the OCS and SCA websites.
- Manage back-end systems and update data and email lists in campus software.
- Update national and local media contact lists.
- Provide editing support for the offices as needed.

Qualifications

Hiring organization

Overbrook Catholic School and St. Cecilia Academy

Job Location

Nashville, TN

Date posted

April 14, 2025

Valid through

01.07.2025

Please send a cover letter with your resume to Amelia Strobel, Director of Strategic Communication, at strobela@dominican-campus.org.

- Commitment to and enthusiasm for the Catholic mission and values of Overbrook Catholic School and St. Cecilia Academy.
- Appreciation for the Dominican charism as it is lived and expressed on the Campus.
- Minimum of bachelor's degree in marketing, journalism, public relations, or a related field.
- Experience with digital ad and content creation, social media, SEO, Google and other analytic tools, and multi-media planning.
- Ability to write stories and press releases, manage a website, engage with social media, craft digital and print materials, and produce videos.
- High level of professionalism and strong interpersonal skills for collaboration that contribute to a positive work environment.
- Goal and deadline-oriented with the capability to manage multiple tasks simultaneously.
- Excellent written, proofreading, and oral communication skills.
- Self-starter, creative, and enthusiastic team member willing to take on other projects and learn new things.
- Capacity to attend periodic events outside of school hours.

Status

Non-Exempt

Compensation

Commensurate with role and experience

Benefits

Medical, Dental, Vision, 403b Retirement Plan with Matching, PTO, Tuition Discount, and more

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