



# CHESTERTON ACADEMY

A JOYFULLY CATHOLIC, CLASSICAL HIGH SCHOOL

## Position: Marketing Specialist

### Part-Time - Hybrid

Chesterton Academy is seeking a part-time Marketing Specialist. This is a hybrid position allowing for a flexible working schedule.

### Job Summary

The marketing specialist will be responsible for assisting with all facets of the school's marketing strategy. This individual will report to the marketing director to advance all marketing goals including fundraising, student recruitment, event advertising, and other initiatives as needed.

The individual's primary responsibilities will include social media management, website administration, digital and hard-copy creative asset design, email campaign management, and written communications. The individual will also be responsible for capturing and editing photo and video content.

The marketing specialist will maintain a high level of professionalism and a heart for Chesterton Academy's mission while carrying out routine communications with students, parents, volunteers, and fellow employees.

### Job Responsibilities

Duties include, but are not limited to:

- Assisting with communication strategy and execution
- Designing digital and hard-copy creative assets for events, news, and other promotions
- Writing copy for email campaigns, social media platforms, and use on the school's website
- Capturing and editing photo and video content including school events, activities, and interviews
- Managing the school's social media accounts including Facebook, Instagram, X, and YouTube
- Overseeing, monitoring, and updating the school's website as needed
- Creating and managing of the school's email communications
- Preparing statements, letters, and press releases
- Managing and cataloging digital assets including photo, video, and audio files
- Ensuring consistency with Chesterton Academy's mission and brand standards in all communications

## Job-Related Skills:

- Strong graphic design skills and aptitude for creating compelling visual content consistent with Chesterton Academy brand standards
- Proficient in graphic design programs including Adobe InDesign, Illustrator, Photoshop, and Canva
- Ability to manage social media platforms including Facebook, Instagram, X, and YouTube
- Experience using email management platforms such as MailChimp
- Strong writing, grammar, and proof-reading skills
- Ability to capture high-quality photo and video content using a professional camera
- Experience using Adobe Premiere Pro and Audition to edit video and audio content
- Proficient in Microsoft Office including Word, Excel, PowerPoint, and Publisher
- Understanding of web protocols, standards, and technologies
- Strong interpersonal skills and the ability to collaborate with others
- High level of professionalism to field all public and internal inquiries in a courteous manner
- Self-managed attitude with strong organizational skills and the ability to prioritize and multi-task
- Must have grounding in the Catholic faith with the desire to advance the Gospel of Life and promote Chesterton Academy's mission to raise up the next generation of saints

## Job Qualifications:

- Education: Bachelor's degree in marketing, design, communications, public relations, or related field is preferred.
- Experience: 1-2 years of experience in marketing or a related field is preferred but not required.

## About Chesterton Academy

Chesterton Academy is a joyfully Catholic, classical high school located in Hopkins, Minnesota. Its mission is to help parents raise up the next generation of saints. Our school is defined by our commitment to Daily Mass, reconciliation, prayer, weekend retreats, and strong pro-life stance. Our rigorous, integrated curriculum imparts a wealth of knowledge from the classical tradition. Philosophy, history, theology, and literature, coupled with math and science, work to cultivate complete thinkers who can identify and articulate objective truth. All graduates of Chesterton Academy learn to convey beauty through participation in the fine arts. One in every eight of our male graduates enters the seminary to discern priesthood.

## Application Instructions

Please send a cover letter, resume, and work examples to Brad Mitchell at [bmitchell@chestertonacademy.org](mailto:bmitchell@chestertonacademy.org).