Organization: The Episcopal School of Knoxville

Job Title: Marketing and Communications Coordinator

Reports To: Director of Advancement

Position Summary:

The Marketing and Communications Coordinator at The Episcopal School of Knoxville serves as a primary driver of the school's prospective student recruitment, family retention, and broader community engagement efforts. Reporting directly to the Director of Advancement, this role is responsible for conceiving, producing, and managing comprehensive digital and print marketing initiatives that showcase the institution's mission and academic achievements. Key functions include overseeing multi-channel digital communications, leading visual identity and brand management, directing website operations, and producing major institutional publications, including the biannual printed magazine and annual report.

Functioning at the intersection of creative storytelling, design, and admissions strategy, the Coordinator collaborates closely with campus leadership to execute targeted recruitment campaigns, manage internal communications, and analyze campaign performance metrics. This position requires a versatile, detail-oriented communications professional with 2–4 years of experience who possesses strong capabilities in content creation, graphic design, content management systems, and media production within an educational or non-profit setting.

Key Responsibilities

- Content Creation & Storytelling: Capture daily campus life, academic achievements, athletics, and arts to craft compelling narratives for social media, the school magazine, yearbook, website, curriculum guide, development materials, invitations, blogs, news features, and newsletters.
- Digital Marketing & Website Management: Maintain and update the school website, execute email marketing campaigns, and assist with SEO and targeted social media ads for open houses and enrollment drives.
- Parent & Internal Communications: Draft and distribute weekly parent newsletters, emergency alerts, and administrative announcements to keep current families informed and connected.
- Print & Brand Collateral: Produce digital and print assets (brochures, event programs, annual reports, signage) while serving as the brand manager to maintain visual and voice consistency across all departments.

- Event Support & Admission Collaboration: Partner with the Admission team to design promotional materials for prospective family tours, open houses, orientation, and fundraising galas.
- Analytics & Reporting: Track engagement metrics across social channels, email open rates, and web traffic to optimize future campaigns and outreach strategies.

Required Qualifications & Skills

Category	Requirements
Education	Bachelor's degree in Marketing, Communications, Public Relations, English, Graphic Design, or related field
Experience	2-4 years in marketing, content creation, or communications (independent school or non-profit experience preferred)
Technical Tools	Proficiency with Content Management Systems (Finalsite), Student Information Systems (Veracross), Adobe Creative Cloud (InDesign/Photoshop), and Canva
Media Skills	Solid photography, basic video editing, and social media platform management (Instagram, Facebook, LinkedIn), website design
Soft Skills	Superior written and verbal communication, sharp proofreading, tight deadline management, and high discretion with student privacy

Working Conditions

Occasional evening and weekend hours required to cover school events, athletic games, arts performances, and admission open houses.