

Advancement Coordinator

PARISH: St. Catherine of Siena School POSITION STATUS: Hourly/Part-time

POSITION: Advancement Coordinator Supervisor: School Principal

SCHEDULE: Monday-Friday/Weekends as needed

Job Summary:

St. Catherine of Siena Catholic School is seeking a creative, organized, and mission-driven Advancement Director or Advancement Coordinator to help grow and strengthen our vibrant school community.

This role supports the school's mission through marketing, enrollment outreach, fundraising programs, and community partnerships. Depending on experience, the position may focus on program coordination and execution or strategic leadership of advancement initiatives.

The Advancement team plays an important role in sharing the story of St. Catherine students, building relationships with families and local businesses, and supporting programs that help our school thrive.

Key Responsibilities:

Marketing & Communications

- Manage and grow the school's social media presence (Facebook, Instagram) through consistent, engaging content.
- Capture and curate photo and video content that highlights student life, achievements, and community events.
- Create short-form video content and reels using tools such as CapCut.
- Design branded marketing and communication materials using Canva, including flyers, newsletters, social media graphics, and event promotions.
- Develop print and digital advertising materials to support enrollment and school visibility (e.g., yard signs, parish bulletins, community ads).

Enrollment Marketing & Community Outreach

- Support enrollment growth through strategic marketing campaigns and outreach initiatives.
- Plan and coordinate Open House and admissions events, including logistics, materials, and on-site execution.
- Assist with preschool enrollment promotions and outreach activities.
- Represent the school at parish and community events to build awareness and strengthen relationships.

Fundraising & Advancement Programs

- Support the planning and execution of annual fundraising campaigns that benefit school programs and operations.
- Coordinate key initiatives such as annual appeals, raffles, and Fun Run campaigns.
- Manage campaign logistics including promotions, tracking, reporting, and donor communications.
- Prepare and distribute donor acknowledgements and stewardship materials.

Sponsorship & Community Partnerships

- Assist in developing and managing relationships with local business sponsors and community partners.
- Coordinate sponsorship opportunities across school events and programs.
- Support the growth and stewardship of a school-wide Sponsorship Circle or partnership program.

Parent & Volunteer Engagement

- Provide operational and technical support to parent-led groups (e.g., PTC) for event registration and fundraising platforms.
- Train and guide volunteers and event chairs on tools such as Classy or GoFundMe Pro.
- Support the planning and execution of school events, including volunteer coordination and logistics.

Knowledge/ Skills Preferred

- Bachelor's degree preferred
- Experience in advancement, fundraising, project/event management, and marketing preferred
- Excellent written and verbal communication skills
- Strong organizational skills
- Strong interpersonal skills and the ability to build relationships with alumni, parishioners, and the business community
- Detail-oriented, able to multitask, effectively delegate tasks, work collaboratively, and meet deadlines
- Graphic Design/Desktop Publishing and Photography Skills desired (Canva, Capcut, etc.)
- Proficient in Social Media management and visibility

Employee Signature

Date

Supervisor Signature

Date