

## Technology & Marketing Coordinator

2024-2025 School Year

Our Lady of Fatima Academy

San Clemente, CA



Our Lady of Fatima Academy

**Mission Statement:** Our Lady of Fatima Academy operates as a ministry of Our Lady of Fatima Parish. Our mission is to partner with parents, the primary educators of their children, to provide a Catholic Christ-centered, academically excellent, and safe school environment where all children can achieve their God-given potential and make a positive difference in the world.

**POSITION OVERVIEW:** The Technology and Marketing Coordinator at Our Lady of Fatima plays a critical role in managing the school's technology infrastructure and overseeing marketing and communication efforts to support the school's mission. This position ensures the seamless integration of technology in the classroom, supports faculty and staff in utilizing educational tools, and communicates the school's achievements, events, and programs to the broader community.

### KEY RESPONSIBILITIES:

#### Technology Management:

- **Tech Support & Troubleshooting:** Provide technical support for teachers, staff, and students, troubleshooting hardware, software, and network issues.
- **System Administration:** Maintain and manage school-wide software, applications, and hardware, ensuring they are up-to-date and functional.
- **Technology Integration:** Assist teachers in integrating technology into their curriculum, identifying appropriate educational tools, and providing professional development on new technology trends.
- **Device Management:** Oversee the management of student and staff devices, including inventory, maintenance, and troubleshooting.
- **Cybersecurity:** Ensure data security and privacy protocols are followed, safeguarding students' and staff members' personal information and school data.
- **Technology Training:** Develop and deliver training sessions for staff on new technology tools and systems.

#### Marketing and Communications:

- **Branding and Messaging:** Work with the school administration to create consistent messaging that reflects the school's values, vision, and achievements across various platforms.
- **Website Management:** Regularly update and maintain the school's website with current information, event announcements, and school news.
- **Social Media Management:** Manage and curate content for the school's social media accounts (e.g., Facebook, Instagram, Twitter), posting regular updates, highlights of student activities, and school events.
- **Newsletters & Communications:** Coordinate the creation and distribution of school newsletters, press releases, and other internal or external communications.
- **Event Promotion:** Collaborate with the school's event planning team to promote upcoming events, including open houses, parent nights, performances, and fundraising initiatives.
- **Visual Content Creation:** Design and produce marketing materials (flyers, posters, banners, and digital content) to promote school programs and events.

#### Collaboration and Reporting:

- **Collaboration with Administration:** Partner with the school leadership to develop and execute marketing strategies that align with the school's long-term goals.
- **Student & Parent Engagement:** Foster a sense of community through communication efforts and provide timely, relevant information to students and parents.
- **Analytics and Reporting:** Track the effectiveness of marketing efforts (website analytics, social media engagement, etc.) and provide regular reports to the school administration.

#### REQUIREMENTS:

- Support the integration of the Gospel values of Christ and the teachings of the Catholic Church
- Excellent human relations and interpersonal skills; must be a self-starter and well-organized; must be a team player.
- Be able to manage multiple tasks simultaneously.
- Full-time, in-person position.
- Must be present on campus during regularly scheduled hours each regular workday.
- Some evenings and weekends may be required for events or system updates.
- Ability to lift and carry tech equipment (up to 25 lbs).
- Ability to sit or stand for extended periods while working on a computer.
- Maintain confidentiality of information, and display sound judgment in dress and general behavior.
- Attend faculty, staff, and departments meetings and perform other duties as assigned by the administration.

#### QUALIFICATIONS:

- Bachelor's Degree
- Minimum 2 years of experience in technology support, educational technology, or IT-related roles, preferably in a K-8 school setting.
- Prior experience in marketing, communications, or digital media management.
- Knowledge and understanding of the institution of the Catholic Church

#### SKILLS & ABILITIES:

- Strong knowledge of educational technology tools (e.g., Google Classroom, Microsoft 365, learning management systems).
- Proficiency in website management platforms (e.g., WordPress), graphic design software (e.g., Canva, Adobe Creative Suite), and social media platforms.
- Excellent written and verbal communication skills.
- Ability to troubleshoot and provide tech support across a range of devices and platforms.
- Strong project management skills and ability to handle multiple tasks simultaneously.
- Creative mindset with an eye for design and branding.
- Ability to work independently and collaboratively with staff, students, and parents.

#### SKILLS & ABILITIES:

- The annual salary will be based on the 2024-2025 Diocese of Orange Elementary TEACHER Salary Scale Placement on the scale is contingent on education, experience, and qualifications.

#### APPLICATION PROCESS:

- Please send current resume with cover letter to: Jennifer Jukic, Principal (jjukic@olfschool.net)
  - All applicants must submit their application to the Department of Catholic Schools. Copy Nanci De la Rosa-Ricco (nricco@rcbo.org) on the email to the school. Upon receipt of the email, application guidelines and forms will be forwarded to the applicant.
- If job offer is extended application must complete the following:
  - The ability to successfully complete a criminal history and background check
  - TB test requirements met
  - CPR/AED training certification for adults and infants. • Safety training (completed once job offer is accepted)