

KENNEDY CATHOLIC HIGH SCHOOL

140 S. 140th St – Burien, WA 98168 -3496
Phone: 206.246.0500 Fax: 206.242.0831

www.kennedyhs.org



DIGITAL & SOCIAL MEDIA SPECIALIST

FULL-TIME | 2025-2026 SCHOOL YEAR

ABOUT KENNEDY CATHOLIC

Kennedy Catholic High School is a private Catholic high school located in Burien, Washington. It is the mission of Kennedy Catholic to cultivate a diverse community of learners who encounter Christ, pursue excellence, and lead with love.

JOB SUMMARY

The Digital & Social Media Specialist's main goal is to grow Kennedy Catholic's digital brand influence while increasing awareness, loyalty, and attendance. Additional functions include collaboration and support of the department, and school activities to promote Kennedy Catholic internally and externally. This is a full-time, 12-month position reporting to the Senior Director of Marketing and Communications.

QUALIFICATIONS

Education & Experience

- Bachelor's degree in Marketing or related field
- Proven work experience in social media and website management
- Demonstrable experience working with social media platforms (Instagram, Facebook, and Linked In especially) and marketing and email databases
- Highly creative with experience in identifying target audiences and devising social media campaigns that engage, inform, and motivate

- In-depth knowledge of various social media platforms, best practices, and website analytics
- Experience working with web platforms; coding not necessary
- Familiarity with Catholic schools or a school environment is beneficial
- Excellent oral and written communication skills and attention to detail
- Up-to-date with the latest trends and best practices in social media
- Ability to generate, share and follow through on ideas to promote Kennedy Catholic
- Ability to work well with others in a collaborative, fast-paced and professional environment

Knowledge, Skills, & Abilities

- Design, build and maintain Kennedy Catholic social media presence
- Oversee Brand Team to strategize for social media initiatives
- Responsible for updating and maintaining strong UX on Kennedy Catholic website (Finalsite)
- Measure and report performance of all digital and social marketing campaigns, and assess against goals (ROI and KPIs)
- Brainstorm new and creative growth strategies, including engaging brand messaging
- Main contact for the Kennedy Catholic website: collaborate with internal teams, as well as Finalsite, to create landing pages, optimize user experience, and keep site up-to-date
- Responsible for writing, collating and/or posting weekly eNews and daily announcements
- Create relationship with, and send photos/videos to, local press
- Assist with events, as needed, especially with capturing video/photos
- Some nights and weekends are required
- Other duties as assigned

COMPENSATION & BENEFITS

- Any offered salary is determined based on internal equity, internal salary ranges, market data, applicant's skills and prior relevant experience, degrees, and certifications. Salary is dependent upon experience, certification, and education. This position is a full-time, 12-month hourly position with a salary range of \$26.44-\$31.25 per hour (\$55,000-\$65,000 per year based on 2,080 hours over 12 months)
- A comprehensive package of benefits is offered, including two medical plan options, dental, vision, life, and accidental death and disability, long-term disability, pension, 403(b), HSA, FSA, and generous sick leave, vacation, and holidays.
- In-building child/dependent tuition support
- Opportunities to participate/assist with a wide array of co-curricular programs,

including athletics, arts, campus ministry, and other clubs and activities for additional modest stipends

- For teachers in the first five years of their careers, we offer the opportunity to apply for affordable, innovative housing options, based on availability

TO APPLY

- Visit the Office of Catholic Schools website at:
[https://www.applitrack.com/seattlearch/onlineapp/default.aspx?
all=1](https://www.applitrack.com/seattlearch/onlineapp/default.aspx?all=1)
- Email cover letter and resume to apply@kennedyhs.org
- Applications will be reviewed on a rolling basis until the position is filled