



Join our JP II Cardinal Family *Visual Marketing Manager*

John Paul II High School is a next generation Catholic college preparatory high school serving families in the DFW area. Founded in 2005, JP II is committed to forming the next generation of effective and ethical servant leaders in our community and the world. Our formative education of the whole person; academic, spiritual, emotional, and physical, leads to personal transformation. Please visit our website ([here](#)) to find out more about our mission, vision, and unity statement.

Posting Date: April 1, 2026

Posting Close Date: Until Filled

Position Start Date: July 1, 2026

Location: John Paul II High School, Plano, Texas

Position Requirements

Education and Experience:

- Bachelor's degree in Marketing, Communications, Public Relations, Digital Media, Journalism or related field preferred.
- Previous experience in social media management and donor database programs is preferred.
- Willingness to work select after-hours events, including evening athletic competitions or donor meetings.
- Deep commitment to the Catholic identity and mission of JP II.
- Must pass comprehensive background checks, including fingerprinting.

Knowledge, Skills and Abilities:

- Mastery of Canva Pro, Adobe Creative Suite (Lightroom, Premiere, etc.), and Meta Business Suite.
- Expert knowledge of Canon photography equipment and etiquette.
- Superior oral and written communication skills, including the use of correct grammar for public-facing copy.
- High degree of poise, diplomacy, and the ability to manage multiple deadlines in a fast-paced environment.

Essential Duties and Responsibilities of the Position

Content Strategy & Creation:

- Develop creative text, images, graphics, and high-fidelity videos for all social media platforms.

- Lead video projects from idea conception to final editing, including promotional films, mission-based storytelling, and event coverage.
- Serve as the primary school photographer for campus events, home athletic competitions, awards ceremonies, and marketing shoots.

Social Media & Community Engagement

- Maintain a consistent and organized flow of content across Instagram, Facebook, and other emerging platforms.
- Foster the "JP II Cardinal Family" by engaging with followers, alumni, and diocesan partners.
- Partner with student clubs and school organizations to promote their activities on the school's main pages.
- Monitor comments, respond promptly to messages, and manage social media reviews and ratings.

Analytics & Digital Management

- Utilize Meta Business Suite, Hootsuite, or Sprout to analyze key performance metrics and adjust strategies based on data.
- Develop and maintain a digital archive of all photography and video assets to ensure easy departmental access.
- Conduct regular environmental scanning to ensure JP II remains adaptive to current social media trends and technological shifts.

We are open to learning more about your unique background that may contribute to meaningful alternatives to the above qualifications.

Performance of this job will be evaluated annually in accordance with the policies of the Diocese of Dallas and John Paul II High School.

Letter of interest, current resume, including significant accomplishments, and non-original copies of transcripts to:

Mr. Mark Crawford
Human Resources Manager
John Paul II High School
900 Coit Road
Plano, Texas 75075
markcrawford@johnpaulihs.org

Salary: Commensurate with experience and competitive with local schools. Benefit package included.