

TITLE: MARKETING COORDINATOR

CLASSIFICATION SUMMARY

Responsible for coordinating the school's marketing: design and production of marketing materials and school-related publications and communications, use and management of multiple media platforms in support of the school's advancement efforts, including fundraising, and student recruitment and retention. This is a full time (non-except), year-round position.

SUPERVISORY RELATIONSHIPS

Reports directly to the Director of Advancement. Key relationships are the President, Principal, Leadership Team (Advancement Director, Assistant Principal, Athletic Director, Director of Campus Ministry, Finance Director) and department managers (Admissions, Counseling, IT).

EXAMPLES OF DUTIES

(Any one position may not include all of the duties listed, nor do the listed examples include all tasks found in positions of this classification):

Marketing

1. Generate, design and manage print and electronic materials and advertising in collaboration with managers and in support of advancement efforts, admissions, school events and projects.
2. Develop, design and coordinate all aspects of social media campaigns and e-communications for advancement, admissions, and the school in collaboration with leadership.
3. Provide graphic design, layout, copy writing, editorial and distribution support for Marist Magazine.
4. Coordinate with the President and plan for a community presence, both within the school and the community at large, including writing press releases.
5. Support advancement, admissions and student retention strategies through the creation and distribution of surveys.
6. Coordinate design and print services with outside vendors.
7. Manage and communicate design expectations of the school to the Athletic Director and Apparel Store Manager.
8. Participate in and attend Marist school events as it relates to supporting the position's role and responsibilities.

General

1. Collaborate with department managers to determine and meet campaign budgets.
2. Provide additional support for school leadership, as needed.
3. Attend staff and relevant committee meetings, faith formation and all-school and staff Masses.
4. Participate in at least one annual Marist school-based activity (i.e., student retreat) approved by supervisor.

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REQUIRED KNOWLEDGE, SKILLS AND ABILITIES:

1. High level of organizational skills.
2. Outstanding communication skills, both written and verbal.
3. Ability to craft and/or edit messaging to a variety of audiences and across multiple platforms with exceptional attention to detail.
4. Good public relations skills with the ability to establish strong professional working relationships with all constituent groups, including staff, Board members, parents, volunteers, donors, program participants and other supporters.
5. Strong creative skills for developing and coordinating marketing strategies, especially for fundraising campaigns.
6. Strong art background with layout, graphic design, photo management and photo editing skills.
7. Capacity to work well within a team, as well as independently; strong collaborative work ethic with good interpersonal and problem-solving skills.
8. Demonstrated ability to prioritize and facilitate multiple tasks while meeting deadlines.
9. Ability to receive and apply feedback in a constructive manner.
10. Knowledge of Catholic Church teachings and support of values, consistent with the mission of a Catholic educational institution.

MINIMUM QUALIFICATIONS REQUIRED:

1. Bachelor's Degree in marketing, journalism, or experience in related field is required.
2. A minimum of 3-5 years of experience in marketing and communications, preferably in a non-profit and/or educational setting.
3. Demonstrated proficiency in desktop publishing (Adobe InDesign, Illustrator, and Photoshop), Microsoft Office Suite (Word, Excel, Outlook, and PowerPoint), social media platforms, and creative web-based media software.
4. Knowledge of AP Stylebook is a plus.
5. Demonstrated experience with digital photography preferred.