



PRESENTATION OF MARY CATHOLIC CHURCH AND SCHOOL

POSITION DESCRIPTION

TITLE:	School Marketing & Communications Coordinator
Reports to:	Principal
Direct Reports:	none
Receives work direction from:	Principal/Pastor/School Administrator
Hours:	25* hours per week *hours may decrease/increase based on the season
Schedule:	Monday-Friday 10-month position* *Includes some weekends and summer hours (at reduced hours)
Benefits eligibility:	See Personnel Handbook for specifics

Purpose of Position

To plan, manage, coordinate, and evaluate the enrollment management, development, communications, and public relations for the entire school community activities in accordance with the school/parish mission statement, philosophy, handbooks, and curriculums.

General Responsibilities

Employment in and by the Church is substantially different from secular employment. Church employees must conduct themselves in a manner which is consistent with and supportive of the mission and purpose of the Church. Their public behavior must not violate the faith, morals, or laws of the Church or the Archdiocese, such that it can embarrass the Church or give rise to a scandal. It is preferred that this employee be a Catholic. It is expected that all employees respect Catholic doctrine and religious practices. Reasonable accommodations for the religious practices of employees not of the Catholic faith.

Representative Responsibilities

To be present where needed, and ready to work as needed to meet responsibilities. This includes recognizing when situations require more effort, putting in more time when needed, and satisfying responsibilities in a timely manner, providing an example of punctuality and attendance.

Communication

- * Set and maintain professional writing and design and branding standards for all school communications, keeping in alignment with parish design and branding standards.
- * Serve as school ambassador.
- * Prepare school newsletter, marketing materials, giving program brochures, digital advertisements and promotional materials, and direct mail materials.

- * Update and maintain school website with current and relevant content and photos/videos.
- * Manage media relations including advertising and press releases in Archdiocesan and local newspapers and Archdiocesan and local media coverage of school events.
- * Attend school open houses, campus visits, and tours as needed.

Enrollment Management

- * Plan, manage, and implement all school marketing for recruitment, and retention of students.
- * Schedule, coordinate, and attend school open houses, campus visits, and tours in collaboration with other staff and volunteers.
- * Create (and/or update as needed) marketing, recruitment, and registration materials.
- * Work closely with key volunteers and staff members to coordinate internal and external marketing efforts and initiatives that attract and retain students.
- * Prepare enrollment management data through planning, data collection, and projections.
- * Support families through initial inquiry to enrollment in collaboration with administration.
- * Work in collaboration with the School Board to advance enrollment and marketing efforts.
- * Plan & participate in summer enrollment events & activities.

Development

- * Track and create acknowledgement letters for all donations to the school.
- * Maintain & update school donor and alumni database information.

Qualifications

- * Bachelor's degree in education and/or a degree in Marketing, Communications or related field.
- * Strong interpersonal skills.
- * A commitment to the mission of Presentation of Mary Church and School.
- * Communicate positively with students, parents, staff, administration, parish community, and the broader public.
- * Work as a team player with staff and to promote the mission of the Parish and School.
- * Pass Archdiocesan background check and complete VIRTUS.
- * Proficiently operate a computer, printer, and other office equipment.
- * Enthusiastic leader with a positive attitude.

Mental Demands

- * Be a pleasant, accurate, and effective communicator in both verbal and written communication.
- * Work together and maintain a collegial atmosphere in and out of the classroom.
- * Work under pressure and with constant interruptions.
- * Communicate and work with others!
- * Interact with department staff in a respectful way by communicating directly and by following proper channels of communication.
- * Organize and prioritize workload to ensure established deadlines are met.
- * Multi-task to accomplish objectives.
- * Utilize good people and listening skills.
- * Be pleasant and service-oriented even when exposed to negative influences.
- * Maintain a positive work-life balance.
- * Take direction from supervisor.
- * Be self-directed and work without supervision.
- * Answer requests in a timely manner.
- * Learn and implement new strategies.
- * Make recommendations for improvement.
- * Recognize and maintain appropriate levels of confidentiality.
- * Maintain pleasant and professional manner in person and over the telephone.
- * Be respectful, courteous, and responsive.

Physical Demands

- * Work assigned hours and additional hours as required.
- * Fulfill total commitments of the educational program and other activities of the school.
- * Participate in outdoor/indoor supervision of groups of students.
- * Move throughout the building easily and quickly.
- * Speak, see, hear, and respond to students, parents, parishioners, and volunteers.
- * Stand up to eight hours.
- * Move furniture and equipment around occasionally.
- * Lift and carry up to 20 pounds using proper lifting and carrying techniques.
- * Operate equipment according to manufacturers' directions.