

Job Description



POSITION TITLES: Marketing Coordinator (Exempt)
REPORTS TO: Director of Advancement, JPII Newman Center
EFFECTIVE DATE: Immediate Opening

POSITION SUMMARY

The St. John Paul II Newman Center (Center) calls young adults to respond to Christ's invitation to live an abundant life (cf. John 10:10b) that was embodied by our patron saint. The Marketing Coordinator is charged with advancing this mission by effectively marketing/communicating that mission with a variety of constituents via multiple channels with the primary purpose of maximizing occupancy of Newman Hall; secondly promoting JPII Newman activities to college-aged students; thirdly, communicating with the public, donors, and prospective donors the activities of the JPII Newman Center.

PRINCIPLE DUTIES AND RESPONSIBILITIES

Implement Center marketing plan to support full occupancy of Newman Hall through parish and school visits, general digital and print marketing, and subsequent lead nurturing up to the point of Newman Hall application

Managing and coordinating tours and small group visits with other members of the staff

Coordinate the Center's efforts to communicate to the public and constituents the activities of the Center and the opportunities provided college-aged students. This includes, but is not limited to, print, digital, and radio advertising, email, direct mails, and a robust internet presence via the jpiiomaha.org website and social media channels

Assist with donor nurturing activities in the form of direct mail, quarterly print newsletter, email, and other communications

Coordinate all prospective Newman Hall resident events, and assist with donor and prospective donor events

Update and maintain jpiiomaha.org website

Create and maintain organization literature, brochures, etc.

Plan, prepare, and submit press releases to promote the JPII Newman and its special events and activities to local media

KNOWLEDGE, SKILLS, AND ABILITIES REQUIRED.

Practicing Roman Catholic in with the Catholic Church, with demonstrated commitment to the mission of the Church and fidelity to her teachings, with an enthusiasm for the new evangelization as articulated by recent Roman Pontiffs

Ability to form relationships and relate effectively to prospective donors, staff, and students and their parents

Strong understanding of the essential components of marketing and communications

Ability to design and publish basic marketing pieces, and work with designers on more sophisticated pieces

Excellent communication skills, both verbal and written, including social media

Strong knowledge and understanding of current trends in social media and digital media

Detail oriented with proven administrative and organizational skills and ability to handle multiple projects simultaneously

Discretion and ability to keep knowledge gained from work environment in strict confidence

Enthusiastic, positive, articulate, and able to sell the mission of the Center

Proven collaborator and team player who can contribute to a positive and fun work environment

Computer skills, including proficiency in Microsoft Office suite, Adobe suite, email marketing (Mailchimp), website management (Wordpress), social networking and database software (Bloomerang)

EDUCATION AND EXPERIENCE

Bachelor's Degree in marketing, communications or other related field

At least 3-5 years of general marketing and design experience preferred

Nonprofit or residential housing experience a plus

WORKING CONDITIONS

PHYSICAL REQUIREMENTS

	N/	Less than 10%	11% to 49%	Greater than 50%		N/	Less than 10%	11% to 49%	Greater than 50%
					WORK ENVIRONMENT				
Stand			X		Other: running	X			
Walk			X		Quiet environment	X			
Sit				X	Other: environmental noise	X			
Talk or hear				X					
Displays manual dexterity			X		Weight Demands				
Climb or balance		X			Up to 10 pounds				X
Stoop, kneel, crouch or crawl		X			Up to 20 pounds			X	
Reach with hands and arms		X			Up to 40 pounds		X		
Lifting/Pulling/Pushing		X			Up to 100 pounds		X		
Visual: looking at computer screen			X		More than 100 pounds	X			

Regular office hours Monday thru Friday, with some events on the evenings and weekends.

Occasional travel requirements to visit schools and parish or to attend networking events. While many are in Omaha, some events or visits could be in the rural areas of the Archdiocese.

SIGNATURES

The above statements are intended to describe the general nature and level of work required of this position and they are not meant to be an exhaustive list of all responsibilities, duties and skills required. Furthermore, they do not establish a contract of employment and are subject to change at the discretion of the employer.

EMPLOYEE:_____ **DATE:**_____

SUPERVISOR:_____ **DATE:**_____