

THE MARIANIST PROVINCE OF THE UNITED STATES

POSITION DESCRIPTION

TITLE: Vocation Marketing Coordinator, Office of Vocation Ministry

FLSA: Full time, shared with Office of Communications

Reports To: National Province Vocation Director

LOCATION: St. Louis MO

GENERAL SUMMARY: The Vocation Marketing Coordinator works with the National Province Vocation Director to promote and foster a culture of vocations through a multifaceted approach which includes development and implementation of a strategic marketing, advertising and communication plan.

PRINCIPAL DUTIES AND RESPONSIBILITIES

1) STRATEGIC PLANNING

- a. In collaboration with the National Vocation Director,
 - i. Investigate and develop a strategic plan for the best use of financial resources with respect to advertising and promoting vocations as it applies to all other core responsibilities
 - ii. Articulate and implement the Marianist “brand” and promote consistent branding efforts through media and advertising opportunities
 - iii. Measure success of strategies and create annual data-driven reports for the National Vocation Director to assess effectiveness
 - iv. Collaborate with the National Vocation Director on managing annual budget

2) PRINTED MATERIALS

- a. Collaborate with Vocation Director, Graphic Designer/Communications Department on editorial direction, design, and distribution of advertising materials in all forms of print media materials including but not limited to:
 - i. Magazines/newspaper: Vision, (Arch)Diocesan, Our Sunday Visitor, local and religious newspapers, Response, parish bulletins
 - ii. Collateral Materials- design and distribute, consistent with “brand,” brochures, pamphlets, infographics, posters, backdrops, etc. to Communities, Sponsored Ministries and other outreach-opportunities, as appropriate
 - iii. Additional Materials- identify, order, and manage vendors of printing and promotional products and materials; and distribute promotional materials as appropriate
 - iv. Create and maintain a current packet with resources for individuals considering becoming a Marianist.

3) DIGITAL CONTENT

- a. In collaboration with the Vocation Director and Office of Communications, strategize, develop, and oversee production of content for vocation ministry on the Internet via:
 - i. Marianist.com/joinus website
 - ii. Strategize, develop and oversee production of content for Social Media: manage strategic planning and budgeting for paid content (boosts, ads, banners, etc.) for vocations on social media platforms; assist with organic content
 - iii. Videography: manage Vocations YouTube channel by creating content, soliciting content from other Sponsored Ministries and Marianist events, and promoting page
 - iv. Convert Alive and Family Online articles to Social Media posts

4) CONVENTIONS AND EVENTS

- a. Facilitate sponsorship, exhibiting, and advertising efforts at national conventions to promote vocations to the Society of Mary:
 - i. Research, identify, and determine best use of resources to allow participation and promotion of vocations in events such as LA Congress, NCYC, FOCUS, and others
 - ii. Oversee the coordination and organization of all tradeshow arrangements (registration, shipping, promotion, travel)
 - iii. Ensure staffing and manage logistics of those attending for exhibiting

5) CONTENT/INFORMATION COLLECTION, MAINTENANCE, AND DISTRIBUTION

- a. Create, collect, maintain and distribute content in an electronic database including photos and video
- b. Collaborate with province and sponsored ministries to distribute a calendar of Marianist dates and events to promote on social media
- C. Maintain birthdays and formation prayer booklet for community use

QUALIFICATIONS AND EXPERIENCE:

Possesses an understanding and appreciation of the Roman Catholic Church
Familiarity with and general understanding of Catholic religious life and ministry
Commitment to the Marianist Charism and to promotion of Marianist Consecrated Religious Life
Ability to learn, articulate, and communicate the Marianist Charism
Experience in ministry and or faith-based communities, preferably Catholic and Marianist
Bachelor's degree in marketing, communications, or related field

Ability to meet digitally for distance communication with supervisor and collaborators
Google Adwords Certification Preferred
Knowledge of Constant Contact, Word Press, Zoom, Facebook preferred
Experience and comfort in Adobe Suite, Microsoft Office Suite and Google Suite
Experience with a variety of Social Media platforms
Ability to manage time and project completion without direct supervision
Effectively communicate both verbally and in writing
Ability to work independently and with a team
Ability to appropriately hold in confidence any information acquired in the process of vocation ministries
Ability to travel within the United States - This position requires occasional travel (at least 2-3 times a year)
Willingness to work towards and sustain membership in professional organizations

PHYSICAL DEMANDS: Some lifting and moving of materials for vocation materials for vocation activities and vocation promotion purposes.

ACCOUNTABILITY: The Vocation Marketing Coordinator is directly accountable to the National Province Vocation Director.

REASONABLE ACCOMMODATIONS: Lifting up to 25 pounds is essential for this position. Lifting weights above 25 pounds may be accommodated by seeking help from another co-worker. Remainder of the physical demands listed above are essential to this position for which no reasonable accommodation can be made.

Job descriptions are not intended, nor should be construed, to be all-inclusive lists of all responsibilities, skills, efforts or working conditions associated with a job. While this job description is intended to be an accurate reflection of the job requirements, management reserves the right to modify, add or remove duties from particular jobs and to assign other duties as necessary.

For consideration, please email resume and cover letter by July 16, 2021 to: megarcia@sm-usa.org

(Note: We reserve the right to shorten the deadline for applications if we have sufficient interest. Please apply early to ensure your background will be considered.)