

THE MARIANIST PROVINCE OF THE UNITED STATES

POSITION DESCRIPTION

TITLE: Marketing/Digital Communications Coordinator

FLSA: Exempt

LOCATION: Provincial Office West Pine St. Louis MO

GENERAL SUMMARY: The marketing/digital communications coordinator works with the Office of Communication and the national province vocation director to promote the Marianist Charism and foster a culture of vocations through a multifaceted approach, which includes the development and implementation of a strategic marketing, advertising, and communication plan.

PRIMARY DUTIES AND RESPONSIBILITIES

1. STRATEGIC PLANNING

- a. In collaboration with the national vocation director
 - 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
 - Articulate and implement the Marianist “brand” and promote consistent branding efforts through media and advertising opportunities
 - Measure success of strategies and create annual data-driven reports for the national director of vocations to assess effectiveness
 - Collaborate with the national director of vocations on managing annual advertising budget
- b. Create an advisory board of people who give their honest opinions on digital content and print material.

2. DIGITAL CONTENT

In collaboration with the vocation director and office of communications, strategize, develop, and oversee the production of content for vocation ministry and office of communications including:

- **Photography:** Organize photography/livestream for Province events as needed including:
 - Vows, Ordinations (work with vocation director)
 - Other events as requested such as: funerals/jubilees/Province gatherings /meetings
- **Videography:** manage vocations YouTube channel by creating content, soliciting content from other sponsored ministries and Marianist events, and promoting page. Assist with establishing new province Vimeo channel. Move relevant content to Vimeo and help manage and produce new content and interviews.
- **Photo database:** Manage photo database and assist with editing and tagging photos with AI content management. Manage purchased digital images and consent forms.
- **Province WordPress website:** Assist with edits and content management for Marianist.com as directed by the office of communications.
- **Province internal and external newsletters/communications:** Assist in the production of the FamilyOnline monthly newsletter, which is created in WordPress, as well as internal newsletter and messages that are produced in Constant Contact.
- **Social Media Accounts and E-mail:** Strategize, develop and oversee production of content for Province social media accounts. Manage strategic planning and budgeting for paid content (boosts, ads, banners, etc.) for vocations on social media platforms; assist with organic content. Manage 12-20 posts per month on social media using established social media calendar. Repurpose stories from ALIVE Magazine and FamilyOnline Newsletter to be distributed on all platforms. Respond to social media messages and monitor accounts with guidance from the vocation director and communications office. Engage and interact with relevant social media accounts.
- **Shared Resource/Communication Group:** Assist with the creation of a digital forum for shared communications and vocation resources with Marianist ministries. Collaborate with province and sponsored ministries to distribute a calendar of Marianist dates and events to promote on social media. Develop and distribute online resources, photos, and create calendar for ministries.
- **List Management:** Assist with list management for email distribution for province members and ministries. Maintain birthdays and formation prayer booklet for community use.
- **Portal:** Assist with managing, editing, and posting to the Marianist portal WordPress site. This includes assisting the communications coordinator with annual content audits and corrections.
- **Digital file management:** Work with Communications team to reorganize province digital files and processes. Create, collect, maintain, and distribute content in electronic database, including

photos and video

3. PRINTED MATERIALS

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:

- Magazines/newspapers: Vision, (Arch)Diocesan, Our Sunday Visitor, local and religious newspapers, Response, parish bulletins
 - Research trends in marketing and our vocations demographic men, 23-35 years old
- Collateral Materials- design and distribute, consistent with “brand,” brochures, pamphlets, infographics, posters, backdrops, etc., to Communities, Sponsored Ministries, and other outreach opportunities, as appropriate
- Additional Materials- identify, order, and manage vendors of printing and promotional products and materials; and distribute promotional materials as appropriate
- Create and maintain a current packet with resources for discerners

4. CONVENTIONS AND EVENTS

Facilitate sponsorship, exhibiting, and advertising efforts at national conventions to promote vocations to the Society of Mary:

- Research, identify, and determine the best use of resources to allow participation and promotion of vocations in shows such as LA Congress, NCYC, FOCUS, and others
- Oversee the coordination and organization of all tradeshow arrangements (registration, shipping, promotion, travel)
- Ensure staffing and manage logistics of those attending for exhibiting

5. PERFORM OTHER RELATED DUTIES AS ASSIGNED

QUALIFICATIONS AND EXPERIENCE:

- Bachelor's Degree in marketing, communications, or related field
- Minimum of 2 years experience in web editing (WordPress and Constant Contact Preferred)
- Minimum of 2 years writing, proofreading, and editing experience
- Preferred experience in video editing and video share platforms (YouTube and Vimeo)
- Demonstrated proficiency in Microsoft Office (Word, Excel, PowerPoint) and Adobe Suite (PhotoShop, Illustrator, Acrobat Pro), Google Suite, Video Conferencing (Zoom and Teams), Social Media Platforms (Facebook, Instagram, X, etc.) and ability to learn additional software applications as needed
- Google Adwords knowledge preferred
- Experience or willingness to learn photography, videography, and/or live streaming preferred
- 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 by car or plane.
- Ability to collaborate with other Marianists, Marianist Ministries, and staff in the development and delivery of content
- •Possess an understanding and appreciation of the Catholic Church
- •Ability to learn, articulate, and communicate the Marianist Charism and to promote Marianist Consecrated Religious Life

PHYSICAL DEMANDS:

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

ACCOUNTABILITY: The digital communications/marketing coordinator is directly accountable to the province communications director in coordination with the national 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. The 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 they 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.

Salary and Benefits

Competitive salary and benefit package includes medical, dental, vision, life, LTD, 403B, thirteen paid holidays, and generous paid time off.

For consideration, please email your resume and cover letter to megarcia@sm-usa.org