Job Description
Director of Marketing
St. Elizabeth Ann Seton Catholic Parish, Hiawatha, IA

Parish Mission Statement: Inspired by the Holy Spirit and the loving service of St. Elizabeth Ann Seton, we strive to be a spirit-filled community of disciples in the Catholic tradition. We will be known for service to individuals, family and society through hospitality, education and acts of charity.

Position Summary:
The Director of Marketing direct the church's overall strategic plan for internal and external communications. This position is responsible for the planning, development, and implementation of all marketing, church-wide communications, and media strategies. The Communications Coordinator informs people in our area about the events at St. Elizabeth Ann Seton Catholic parish through marketing. He/She invites people into a deeper relationship with Jesus Christ through the promotion and communication of the events and ministry opportunities at the church. The Director of Marketing reports to the pastor. This position is part-time (averaging 20 hrs. per week) able to work weekends/evenings as needed with parish calendar. *We anticipate this will go to more hours per week as we incorporate weekend video and editing.

General Description
The Director of Marketing is growing in a relationship with Jesus Christ. He/She is someone who demonstrates continued growth in The Four Characteristics of a Disciple: Pray, Learn, Share and Witness. He/She shares faith, serves the community and expresses the love of God and neighbor through ministry. The Director of Marketing is an integral member of the parish staff and shares in the responsibilities of the parish community to bring people into a growing relationship with Jesus Christ.

Duties and Responsibilities:

Promotion

- Develop and maintain system to organize, prioritize and communicate promotional items related to St. Elizabeth Ann Seton Parish.
- Create communication strategies with a team to market, inform and promote message series, big events and other ministry activities.
- Oversee all written materials, writing or approving all church-wide promotional materials.
- Create weekly electronic bulletin.
  - Maintain Constant Contact database
  - Put together items for the weekly parish bulletin
  - Follow a regular schedule of layout and design
  - Print hard copies
  - Make sure information in the bulletin is current and matches web and social media
Web and Social Media

- Maintain website with up-to-date and current information.
  - Use E-Catholic as a resource in website design
- Write/approve church website materials.
- Manage ongoing social media messaging and communication strategies for Facebook, Twitter and Instagram to build following. *Add other forms in the future that reach “Mel”.
- Keep abreast of new technologies and industry trends and strategize how they will apply to ministry and mission.

Marketing

- Responsible for creating, implementing and measuring the success of a strategic marketing, communications and digital campaigns that will enhance St. Elizabeth Ann Seton Parish’s message in our surrounding communities.
- Form and administer traditional and digital marketing/communication strategies that expands the information on ministries and events across various platforms.

Brand Management and Content Design

- Ensure St. Elizabeth Ann Seton Parish’s brand is consistently communicated throughout our ministries, schools and each message series.
- Collaborate with a team to create content that complements design of promotional materials related to church-wide activities.
- Manage the use of logos and images that represent St. Elizabeth Ann Seton Parish.
- Guide the staff to effectively promote programs and provide overall expertise to further the St. Elizabeth Ann Seton Parish brand and vision.

Experience/Other Qualifications

- Able to fully commit to the mission, vision and values of St. Elizabeth Ann Seton Catholic Parish
- Passionate about the mission and vision of St. Elizabeth Ann Seton Parish and how it translates to people inside and outside St. Elizabeth Ann Seton Parish.
- Bachelor's degree in marketing, communications, journalism or equivalent work experience preferred.
- A minimum of 1 year of experience in communications, marketing, or related field; previous church employment a plus.
- Experience in creating or executing communication plans.
- Skilled at writing, editing, and proofreading copy; excellent grammar and punctuation; and the flexibility to write in different styles for various audiences.
- Effective oral communication and presentation skills.
- Demonstrates project management skills with the ability to self-direct and prioritize goals.
- Experience managing social media accounts.
• Technical expertise:
  o Constant Contact
  o Google Docs
  o Microsoft Office
  o Facebook, Twitter, Instagram
  o Experience with Adobe Creative Suite (Photoshop, Illustrator, InDesign, Acrobat), ProPresenter, Adobe Premiere Pro

• Ability to develop and monitor a budget.
• Ability to effectively communicate with staff, parishioners and the community.
• Ability to manage multiple priorities and maintain deadlines.
• Must be available to work a flexible schedule to include some evenings and weekends.

Competencies

- Exhibits St. Elizabeth Ann Seton Parish Core Values
  + Sacrificial Stewardship (Self Aware/Responsible)
  + Authentic Hospitality (Vulnerable)
  + Growing Disciples (Always Growing)

- Builds Relationships
  + Develops and leverages effective working relationships with other members of St. Elizabeth Ann Seton Staff as well as ministers and church members.
  + Acts with respect toward others.
  + Gains acceptance by understanding the viewpoints of others and seeking “win/win” solutions.

- Communicates Effectively
  + Provides clear, consistent and timely communications.
  + Gives compelling reasons for ideas and recommendations.

- Strategic Focus
  + Translates St. Elizabeth Ann Seton Parish vision into clear and effective plans.
    o A focus on an engaging and welcoming Sunday experience.
    o “Meets people where they are.”
    o Investing resources into discipleship.

- Delivers Results
  + Develops and consistently executes performance objectives.
  + Can be counted on to achieve goals successfully.
  + Consistently performs and adds value.

- Leads Effectively-if applicable
  + Assesses and fills positions with qualified individuals.
  + Sets clear and measurable goals, coaches individuals to do the same.
  + Supports, appreciates and monitors progress and results; provides ongoing performance feedback.
The buzz about this person will sound like this: (we’ll call him or her “Sam”) (Some of these points may not apply to your current position yet may help you to better understand our culture.)

1. Sam’s driven by relationships, not by performance, and has created a tribe that serves with excellence.
2. Sam’s very trained, but humbly seeks what God is currently doing at St. Elizabeth Ann Seton.
3. Sam’s not just a worship leader, Sam is a worship MINISTRY leader.
4. Sam may (or may not) be the most creative person but is able to LEAD the creatives.
5. Sam thinks like a high-level manager; always thinking ahead, taking care of details, and leading people.
6. Sam’s able to administrate, either detail-oriented or people-oriented, and able to manage projects efficiently.
7. Sam doesn’t feel like it’s necessary to be good at everything, but rather is great at getting the best from the teams.
8. Sam hates “silos” and loves teaming up with people to get something done.
9. Even though Sam is really talented, it’s clear that Sam is a true shepherd.
10. Sam is so teachable, and though Sam has plenty to be proud about, Sam is just the most approachable and unpretentious person.

Revised November, 2019