

## **POSITION SUMMARY:**

The Communications Marketing Manager works with the Department of Catholic Schools (DCS) in effectively researching, writing, editing and producing content and promoting the mission of the Catholic Schools in the Diocese of San José across multiple communications platforms, including print, email, social media, and website to meet visibility and enrollment goals

## **ESSENTIAL DUTIES:**

- Serve as communication staff contact for the Department of Catholic Schools regarding their communications and marketing efforts.
- Supports superintendent, principal, and pastor communication to schools, parents, and the broader community to ensure consistency of message and voice as well as quality and efficiency of delivery.
- Coordinates with school faculty and staff to develop the content (stories, photos, videos) to tell the story of Catholic schools in the Diocese.
- Develop content ideas and write/edit copy for the Department of Catholic Schools external and internal pages to ensure consistent messaging.
- Helps to develop a compelling and unified Diocese of San Jose Catholic school brand and “story” and assists in the development of marketing materials for the promotion of the Diocesan schools.

## **RESPONSIBILITIES:**

- Research, interview, write, edit and post articles and success stories about Catholic schools on website weekly. Repurpose content for use on other communications channels.
- Create engaging schools-related content for Diocesan social media platforms weekly to keep our community apprised of schools’ events and activities to build awareness and desirability.
- Develop an editorial calendar for DCS in coordination with the Diocesan Editorial Calendar.
- Build relationships with school principals, faculty and staff to cultivate story ideas and develop content.
- Identify schools’ news, events, and resources for posting on the website, TVC, and Diocesan social media.
- Write and draft letters on behalf of the Superintendent for communication with school families, parents, pastors, principals and other stakeholders.
- Write or edit and design promotional and recruitment materials as required.
- Manages the DCS web content as this is a prospective family’s primary source of information, the objective is to keep information relevant, timely and engaging and in keeping with brand standards.
- Produce an annual report that highlights the successes of all schools during the year.
- Ensure all content is error-free on-brand, promotes the Catholic Schools of San José value proposition, and is consistent in terms of style, quality and tone of voice, and

optimized for all channels of content including print, online, social media, email, video, etc.

- Work closely with the Superintendent and Director of Communications to coordinate the development of a unified Diocese of San Jose Catholic schools' brand and messaging to ensure consistency of voice, look, and style, in all public communication.
- Work closely with the Superintendent and Director of Communications to develop an annual communications and recruitment marketing plan with target audiences, quantitative goals and timeline to promote enrollment and the mission of Catholic Schools.
- Implements marketing and communications plan supporting the Department of School tracking results and assessing effectiveness of the plan.
- Develops marketing collateral and messaging that follow the branding standards, and has a consistent voice and look based on marketing campaign plan
- Compile analytics to measure the effectiveness of digital and print communication efforts.
- Analyze campaign results using available analytics, and strategically and creatively look for opportunities to improve content.
- Adhere to the Diocese's style guide, ensuring high-quality and error-free copy of materials.
- Build and maintain relationships with key internal and external stakeholders.

#### **REQUIREMENTS:**

- Bachelor's Degree in Marketing, Communications, English, Public Relations or Journalism.
- A minimum of 3-5 years' experience, preferably doing communications in an educational setting, including proven writing, editing and project management
- Exceptional written and verbal communication and interpersonal skills with experience and expertise in copywriting and AP style.
- Experience developing story ideas for blogs, drafting blog posts and posting and promoting content.
- Possess a solid understanding of effective marketing techniques.
- Be able to communicate clearly and effectively
- Strong time-management and organizational skills with the ability to manage multiple complex projects and work independently
- General knowledge and understanding of Catholic Schools
- Fluency in Spanish is helpful.
- The employee must be passionate about contributing to the mission of the Catholic Church structure and culture and must have knowledge of Church protocols for communication as they apply to functions of the position.
- Other duties as assigned.

#### **Language Skills:**

- Excellent writing, proofreading and communication skills.
- Fluency in written and spoken Spanish is desired.

**Computational Skills:**

- Proficient with the latest Microsoft Office software and Adobe software.
- Proficient with content management systems such as Constant Contact, Exact Target, WordPress, and Drupal.
- Computer literate and internet savvy.

**Reasoning Ability:**

- Excellent collaboration and coordination skills.
- An exceptional eye for detail.
- Ability to prioritize in a fast-paced environment.
- Very organized; strong planning skills.
- Excellent verbal and written communications.
- Flexible and able to manage many projects simultaneously.

**Technical Skills:**

- Basic design/layout experience (Adobe Photoshop, Adobe InDesign, Adobe Illustrator, and Adobe Dreamweaver).
- Basic HTML and CSS (Adobe Dreamweaver, Drupal, Joomla, WordPress).
- Basic Video editing (Adobe Premiere Pro or Final Cut Pro).

**How to Apply:**

Please submit cover letter and resume to [jobs@dsj.org](mailto:jobs@dsj.org)