

DIOCESE OF BIRMINGHAM IN ALABAMA
JOB DESCRIPTION

JOB TITLE: Public Relations and Marketing

DEPARTMENT: Catholic Family Services – 0540

DATE: JOB CODE _____ FLSA STATUS _____

DEPARTMENTAL APPROVAL _____ DATE _____

PERSONNEL APPROVAL _____ DATE _____

ADMINISTRATIVE APPROVAL DATE _____

A. Marketing 20 hours a Month 5 weekly

Key responsibilities

These responsibilities can include:

- overseeing and developing marketing campaigns
- conducting research and analyzing data to identify and define audiences
- devising and presenting ideas and strategies
- promotional activities
- writing and proofreading creative copy
- maintaining websites and looking at data analytics
- organizing events and product exhibitions
- updating databases and using a customer relationship management (CRM) system
- coordinating internal marketing and an organization’s culture
- monitoring performance
- managing campaigns on social media.

B. Public Relations

Other tasks include:

- planning publicity strategies and campaigns
- writing and producing presentations and press releases
- dealing with enquiries from the public, the press, and related organizations

- organizing and attending promotional events such as press conferences, open days, exhibitions, tours and visits
- speaking publicly at interviews, press conferences and presentations
- providing clients with information about new promotional opportunities and current PR campaigns progress
- analyzing media coverage

C. Assist Executive Director meet all Birmingham CFS needs.

1. Assist Executive Director in preparing the United Way Material for CFS – Birmingham for the Diocese and submit it to the Diocese.
2. Perform other duties as assigned by the Executive Director of Catholic Family Services.