

Employee Position Description

Position: Marketing and Communications Manager
Supervisor: Vice President for Development
Hiring Administrator: Vice President for Development
Classification: Full time, exempt Staff, Administrative

General Summary:

The Marketing and Communications Manager works within the Development Department in promoting Catholic Theological Union to its many constituencies, including prospective students, donors, and the general public. The Marketing and Communications Manager creatively directs, and project manages all advertisements, publications, e-communications, media relations, social media content, and event promotion. The Manager oversees the production of print and electronic pieces including enrollment materials, publications, and event-related collateral.

Essential Duties and Responsibilities:

A. Marketing (30%)

- Project manage all marketing initiatives, including but not limited to publications, brochures, flyers, and videos that effectively and explicitly promote the story of Catholic Theological Union and its global impact
- In collaboration with the VP for Development, develop a master marketing plan that supports fundraising and enrollment goals
- Disseminate creative and effective segmented campaigns to target audiences - determined in collaboration with the Advancement Data Manager - to amplify degree programs, certificates, and events and thereby generate leads and inquiries
- Manage both print and digital advertising initiatives, including interfacing with advertising agencies to ensure consistent execution of keyword-based marketing campaigns
- In collaboration with the Director of Enrollment, ensure that marketing is supportive of enrollment efforts and responsive to seasonal needs in promoting degree programs and admissions opportunities
- Oversee the execution of creative and effective social media campaigns, managing the development of all platforms including but not limited to Facebook, Instagram, Twitter, LinkedIn, and YouTube
- Create an annual social media plan reflective of recruitment seasons, annual events, holidays, and observances, pre-building content as needed, and oversee distribution via social media management software

B. Communications (30%)

- Manage annual *Logos* publication, creating written content and coordinating with faculty and students to redesign publication to be used towards fundraising and enrollment goals
- Revitalize monthly email newsletter and increase email performance by highlighting faculty, events, fundraising opportunities, practical tips, and student voices
- Manage workflows to support internal events, utilizing a network of vendors and contractors (Video, Photography, Graphics and Print)
- Collaborate in the research and development of innovative ways to utilize e-communications funnels to reach CTU's target audiences and improve digital recruitment experience for students

C. Content Creation (30%)

- Lead the effort to acquire stories that highlight the mission of Catholic Theological Union, including the work of students, faculty, and alumni through interviews and other methods of story telling
- Disseminate stories to internal colleagues as well as external constituencies, building a bank of content to provide as features in marketing, anecdotes for donors, and evidence of how the mission plays a vital role in the world
- Attend key academic, enrollment, and fundraising events on CTU campus, in the Chicagoland area, or other venues deemed necessary by the VP for Development for live social media coverage and active content creation.

D. Media Relations (5%)

- Write and disseminate press releases to the proper channels

E. Other (5%)

- Consult on ancillary multimedia projects - additional webpages, social media accounts, podcasts, etc. - to ensure brand and mission consistency
- Perform all other appropriate duties as assigned

Qualities Required:

- Excellent communications and interpersonal skills
- Clear, effective, and thorough writing skills
- Self-starter who can work effectively as part of a team
- Strong organizational skills
- Ability to multitask while prioritizing projects
- Mission-oriented and comfortable working in a Catholic education context
- Dedication to adhering to CTU's diversity statement and collaborating within a diverse and inclusive environment

Skills and Knowledge Required:

- Bachelor's degree in marketing, communications or relevant field required
- Relevant background in marketing, communications, and graphic design
- Proven computer skills – Microsoft Office (Word, PowerPoint, Excel, etc.)
- Demonstrated proficiency in:
 - Graphic and photo design programs (Adobe Creative Suite)
 - WordPress (or similar CMS platforms)
 - Social Network sites (Facebook, Twitter, Instagram, LinkedIn)
 - Email marketing platforms (Constant Contact, Mailchimp, etc.)

Catholic Theological Union is an Equal Opportunity Employer and provides equal employment opportunities to all candidates without regard to race, traits associated with race, color, religion (except where religion is a bona fide occupational qualification for the job), national origin, age, sex, sexual orientation, gender identity, marital status, ancestry, physical or mental disability, veteran status, or any other legally protected characteristics. Applications from members from racially and ethnically underrepresented groups are encouraged. Catholic Theological Union is committed to providing reasonable accommodations, as required by law.