Job Title: Part-Time Marketing Coordinator

Department: Pope John XXIII School in Evanston

Reports To: Principal with Additional Oversight from Vicariate I Marketing and Enrollment Manager

FLSA Status: Exempt

Date: 7/11/19

Job Summary

The Part-Time Marketing Coordinator is responsible for all marketing activity with a primary focus on growing enrollment and improving retention. This position reports to the individual school principal, and is supported by existing clerical staff, a mentor, and ongoing professional development opportunities. Additionally, the school community will be a source of volunteer assistance in carrying out specific tasks associated with enrollment marketing.

Essential Job Functions

MARKETING
● Planning – assisting in the creation of and managing a comprehensive marketing plan
● Volunteer Management – forming a parent ambassador or volunteer group, working with a marketing committee of the school board, ensuring volunteers for various marketing events, etc.
● Communications – creating quarterly newsletters and publications, creating and distributing promotional materials, etc.
● Publicity – creating and placing press releases, media relations, web-site creation and/or updates, regularly posting on social media platforms, internal communications, etc.
● Constituent Relations – maintaining personal contact with key constituents including existing and potential donors, prospective families, influential community leaders, etc.

STUDENT RECRUITMENT
● Direct Sales – managing the inquiry process, including initial contact and subsequent follow-up with prospective families
● Interest Generation / Acquisition – creating and distributing direct mail, advertising, etc.
● Parent and Family Relations – developing retention events for current school families
● Events – conducting open houses, leading Catholic Schools Week, etc.
Job Requirements and Skills

- Previous marketing or relevant experience in a commercial or non-profit setting;
- Excellent organizational capacity and demonstrated ability to be self-directed and self-motivated;
- Superb verbal and written communication skills;
- Willingness and confidence in pursuing enrollment opportunities, volunteer commitments, etc.;
- Demonstrated ability to work well with others including staff, families, students, donors, etc.;
- Bachelor’s degree preferred or equivalent experience;
- Spanish fluency strongly preferred; and
- Comfort with basic software such as Excel, MSWord, etc.

Mental and Physical Essential Job Functions

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<thead>
<tr>
<th>Action</th>
<th>Percent of time action is required</th>
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<tbody>
<tr>
<td></td>
<td>0 – 24%</td>
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<tr>
<td>Seeing</td>
<td>X</td>
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<tr>
<td>Hearing</td>
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<tr>
<td>Comprehension</td>
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<tr>
<td>Walking/Standing</td>
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<tr>
<td>Lifting weight: 30 pounds</td>
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<tr>
<td>Climbing/Stooping/Kneeling</td>
<td>X</td>
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<tr>
<td>Hand/Finger Dexterity</td>
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<tr>
<td>Speaking</td>
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