**Primary Responsibility:** Oversee all marketing and communication efforts of Catholic Education Advancement office.

**Direct Supervisor:** Executive Director, Inner-City Scholarship Fund

## Responsibilities:

* Develop and execute integrated Marketing and Communications program for Catholic Education Advancement Office and its various fundraising entities (including Inner-City Scholarship Fund, the Catholic Alumni Partnership, and School Champions)
* Elevate mission and brand of the Archdiocese of New York’s Catholic schools through advertising, public relations, direct marketing, and social media
* Collaborate with Superintendent of Schools Office to market Archdiocese’s nine school regions
* Oversee the production and maintenance of program brochures, websites, annual reports, photos, videos, and semiannual newsletters
* Ensure brand and messaging consistency across all communication channels
* Manage the Marketing Associate and Direct Marketing Associate
* Manage relationships with service providers, negotiate vendor contracts, and maintain annual budget
* Liaise with organization boards and committees,
* Work with Director of Events to develop and produce event invitations and ancillary materials
* Communicate with schools, alumni, and donors to obtain poignant and impactful stories to use in marketing materials
* Manage special projects as needed

# Performance Standards:

* Meet project deadlines including annual report and newsletters
* Create and adhere to budget
* Update and utilize social media daily
* Ensure that branding and messaging across all Catholic Education Advancement entities are consistent

# Position Requirements:

* Education: Bachelor's degree required
* Experience: Minimum of five years of marketing/communications experience strongly preferred
* Demonstrated project management experience
* Strong computer and research skills
* Ability to write and edit effective letters, newsletter content and ad copy
* Excellent presentation, verbal and written communication skills
* Broad-based nonprofit business experience
* Strong commitment to Catholic education and knowledgeable about the education landscape in New York

**Personal Characteristics:**

* Excellent verbal and written communication skills
* Creativity, innovative approach, and knowledgeable about new media
* Attention to detail, commitment to achieving goals, and a high level of initiative and energy
* Proven ability to manage multi-phase projects from inception to completion
* Ability to build consensus among team members
* Comfortable presenting ideas and reports to Board members and senior management