



Benilde-St.Margaret's

Job Description

Position title Marketing & Communication Specialist	Incumbent(s)
Department Marketing & Communications	Reports to (Title) Director of Marketing & Communications
FLSA Status <input checked="" type="checkbox"/> Exempt <input type="checkbox"/> Non-exempt	<input checked="" type="checkbox"/> Full time <input type="checkbox"/> Part-time <input type="checkbox"/> %
Position overview: <p>This position requires a strong passion for marketing, communications and storytelling in a creative and upbeat environment.</p> <p>This individual will work with the Director of Marketing & Communications to implement comprehensive internal and external marketing and communication strategies to raise awareness of the organization among key stakeholders and influencers, as well as preserve and enhance the organization’s brand.</p> <p>The Marketing & Communication Specialist will promote Benilde-St. Margaret's School through social media, email campaigns, print, video, the BSMSchool.org website and other digital communications.</p>	
Responsibilities to BSM as a Catholic School: <p>Except in the teaching of religion, it is not an essential prerequisite that all employees be Catholic. However, all employees are expected to respect the teaching of the Church. All employees should support in word and action the mission and philosophy of the school.</p>	
Primary Duties: <ul style="list-style-type: none"> • Manage and maintain BSM’s website while keeping content up to date. • Write engaging news stories and publish on website, in newsletters, press releases or social media channels. • Help lead social media strategies across platforms to raise awareness and support school initiatives. • Identify campus events that make for effective social media content – write, shoot photos/video and post on social media. • Help manage creation of e-communication materials including execution and reporting (weekly e-newsletter to parents, “Knightly News.”) • Assist with the design and execution of electronic and print communications, marketing, and promotional items while handling specific logistics as assigned. • Internal communication to keep faculty/staff aware of marketing efforts (as needed). • Build and maintain social media analytics, documenting outreach and strategic communication efforts. 	



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Additional Duties:

- Work as a liaison with vendors, media contacts and with website administrators including Athletics, Activities, Alumni, Parent Association, etc.
- Help maintain – and consistently update – media database while cultivating new and existing media relationships to promote the organization.
- Help create content for digital ads/calendar listings to promote Admissions Open Houses and other events.
- Collaborate with Director to plan and execute search engine marketing (SEM) and optimization (SEO).
- Analyze performance metrics to increase productivity of e-news, website visitors, and social media posts.
- Organize communications, social media and event data, calendars, and reports for maximum visibility and efficiency.
- Assist in video production storyboarding, planning and execution.
- Assist in design efforts of various print and electronic materials.
- Other duties as assigned.

Interpersonal skills

- Upbeat, driven individual with strong verbal and written communication skills.
- Effective writer with attention to detail, as this role creates communication for both internal and external audiences.
- Open-minded with a desire to learn and grow, open to constructive criticism.
- Professional, approachable and friendly.
- Service-oriented, as the Marketing/Communications Department supports departments and stakeholders throughout the school (internal and external).
- Efficient and well organized.
- Ability to work independently with little supervision.
- Ability to handle difficult situations with tact and diplomacy.
- Self-starter with good time management and interpersonal skills.



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Education / Experience (Minimum Required)

- Associate or Bachelor's Degree preferred in communications, marketing, journalism, public relations, or mass communication
- Ideally candidate will have 3-4 years of relevant work experience
- Excellent writing and grammar skills are essential to the success of this position
- Website management/CMS
- Social media management
- Experience with email campaigns using MailChimp, Constant Contact, etc.
- Media relations (submitting press releases, working with the media, etc.)
- Knowledge of Microsoft Office
- Knowledge of Google Platform (Google Drive, Google Docs, etc.)

Preferred:

- Graphic design experience utilizing Adobe Creative Suite
- Photography experience
- Videography/ Video editing experience using Final Cut Pro, Adobe Premiere

Numbers and Job Titles Reporting Directly to This Position

N/A

Completed by:

Reviewed by:

Employee

Supervisor

Date

Date



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Job Demands and Conditions Analysis

Position Title: Marketing Specialist

Department: Marketing

Check the appropriate frequency column for all requirements that apply to the essential functions of the job being described.

O = Occasional, less than 1 time per week

S = Some, less than 1/3 of the time

F = Frequent, from 1/3 to 2/3rds of the time

C = Consistent, more than 2/3rds of the time

Blank = not required

PHYSICAL REQUIREMENTS	O	S	F	C	ENVIRONMENTAL REQUIREMENTS	O	S	F	C
Sitting				X	Works alone		X		
Standing		X			Works with others				X
Walking		X			Customers contact			X	
Lifting	X				Shift work	X			
Carrying		X			Extended day		X		
Pushing	X				Cold				
Bending at waist	X				Heat				
Twisting upper body		X			Temperature changes				
Climbing		X			Wet	X			
Balancing	X				Humid	X			
Kneeling	X				Noise	X			
Crouching		X			Confined area	X			
Crawling	X				High places				
Reaching		X			Work outdoors	X			
Working with hands				X	Work indoors				X
Working with fingers				X	Mechanical hazards	X			
Talking				X	Electrical hazards	X			
Hearing				X	Explosive materials	X			
Vision acuity - near				X	Fumes	X			
Vision acuity - far				X	Odors	X			
Depth perception				X	Dusts	X			



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Field of vision			X			Mists	X			
Color vision				X		Gases	X			
Driving	X					Poor ventilation				