



Catholic Diocese of Saginaw

Office of Catholic Schools

Job Posting

Position: **Marketing and Admissions Coordinator**

Status: Full-time, exempt

Reports to: Superintendent

Works closely with: Office of Catholic School staff, Communications Office, Principals, Pastors, Development Office

General Job Responsibilities:

Support of Office of Catholic Schools, as well as individual Catholic schools, in promoting our schools. Grow enrollment through intentional and strategic marketing and enrollment initiatives and activities.

Specific Duties:

Coordinate and implement marketing, enrollment, and communications plan to support Catholic education in the Diocese of Saginaw as well as for specific schools:

- Coordinate the execution of all marketing, advertising, media relations, public relations and promotional activities for the Office of Catholic Schools.
- Ensure the development and execution of marketing plans and materials/media for individual schools.
- Serve as the diocesan communication staff contact for Catholic school administrators and volunteers regarding marketing, advertising, public relations and promotional efforts.
- Direct the production of all campaign materials.
- Plan and implement training of school personnel/volunteers in marketing and communications strategies.
- Draft communications for leaders within the organization.
- Interface with outside consultative bodies, dioceses, agencies and vendors for best practices.
- Assist with various marketing, enrollment, and communications pieces for schools.
- Assist in the enrollment management plan for continuous measurement and analysis of enrollment and retention patterns.
- Assist in creating annual report on new initiatives and changes within schools.
- Support accreditation site visits at schools.
- Collaborate on capital campaigns and other special events to identify opportunities to convey the mission and message.

Manage Office of Catholic Schools website and social media:

- Manage content of the Office of Catholic Schools social media channels and website page.
- Develop and produce content for web and social media.
- Develop editorial calendar.
- Create and implement a website promotional and publicity plan.



Catholic Diocese of Saginaw

- Identify news, events and resources for posting on the Catholic schools' websites.
- Coordinate and execute an electronic communication strategy to benefit all Catholic schools.
- Analyze key performance indicators in website and social media analytics, including impressions, reach, clicks, and conversions and plan content accordingly.
- Monitor trends in social media platforms and strategy.

Support admissions initiatives:

- Represent the Office of Catholic Schools at various events to support enrollment, including but not limited to parish, school, and community events.
- Support admissions events at specific schools by sharing best practices, being present at events, promoting events through marketing efforts
- Visit and contact schools regularly to ensure familiarity with, and support to, individual schools.

Working Environment:

- Mainly in an office environment, with some outdoor events possible.
- Weekend and evening assignments at individual parishes/public events.
- Travel throughout the diocese on a regular basis, at least quarterly to support schools and parishes.
- Must be able to stand, walk, and sit for extended times
- Must be able to lift 25 pounds without assistance

Qualifications:

- Practicing Catholic preferred.
- Bachelor's degree in a relevant field (communications, marketing, public relations)
- Three years or more experience in a marketing or communications role
- Excellent writing and editing skills
- Technical skills in relevant social media applications and computer programs related to the development of marketing/promotional documents
- Strong public speaking skills
- Must possess a valid driver's license

Interested candidates should complete/submit:

- An application for employment [Diocese of Saginaw, Employment Application](#)
- A letter of interest, resume, and three (3) letters of recommendation to:

Email: clynn@dioceseofsaginaw.org

Please include *Marketing and Admissions Coordinator*, in subject line.
Include all documents in single attachment.



Catholic Diocese of Saginaw

Mail: Cormac Lynn
Attn: *Curriculum and Catholic Identity Coordinator*
5800 Weiss St.
Saginaw, MI
48603

Potential candidates are welcome to contact the superintendent with any questions

Cormac Lynn
Superintendent of Schools
989-797-6651 (office)
989-860-6567 (cell)
clynn@dioceseofsaginaw.org