

GRACE Ministry Profile

Title: Director of Marketing & Communications

Location: GRACE Administrative Office

Responsible to: GRACE President

Hours/Position: Part-time or Full time (TBD)

Job Summary: The Director of Marketing & Communications will create, manage and promote marketing concepts for GRACE and ensure consistency of messages are streamlined across all communications and in alignment with the GRACE mission.

This is a tremendous opportunity for a creative and innovative person who is driven to enhance brand investments, develop strategic partnerships and facilitate relationships with all GRACE constituencies.

General Duties/Responsibilities:

- Plan, coordinate and create all external communications for GRACE, inclusive of audiences in academics, parish, admissions, athletics, development, alumni, community, and higher education as well as information distribution, promotional messaging and event invitation and promotion.
- Execute and maintain a strategic and comprehensive communications & marketing plan.
- Organize, plan, write, proof and edit all content for GRACE, including print materials, website copy, social media messages, e-mail marketing, newsletter and advertising copy.
- Write, edit and manage the GRACE website and social media pages.
- Assist each school in the development and evaluation of their recruitment marketing plan and provide implementation support.
- Manage annual upgrades to the content materials of the GRACE marketing tool kit
- Serve as the primary media relations contact, inclusive of writing news releases and presenting stories to media partners on a regular basis; developing relations with media partners and being on-site during press or media events.
- Coordinate photography, design, print and advertising outlets with outside vendors as appropriate.
- Collaborate with IT Team for all website enhancements and projects; monitor content to ensure consistency of message is current and compelling.
- With direction of the President, conduct interviews, write stories and create creative content for newsletter or other marketing materials.

- Consult with President and GRACE leadership to seek advance approval for all new, on-going and prospective projects related to Marketing and Communication.
- Partner with leadership and all schools to ensure brand and message quality.
- Other duties as assigned by the President.

Knowledge, skills and abilities:

- Clean, concise and well-polished writing ability
- Strong organizational, written and communication skills
- Ability to demonstrate professional demeanor
- Ability to work under minimal supervision
- Ability to function as a team member
- Ability to meet deadlines
- Knowledge or experience in education marketing
- Knowledge or experience in communications or public relations
- Graphic design skills
- Knowledge and skills related to digital and social media tools and platforms such as Facebook, Google, Hootsuite, Word, Publisher and Excel.
- Knowledge related to a Catholic (faith-based) organization
- Knowledge as to budget management
- Ability to attend events outside of the work site

Qualifications: The Director must be a practicing Catholic, preferably with a BA including coursework in marketing and communications or applicable experience in marketing and communications exhibiting skills in both areas.

ABOUT GRACE

GRACE stands for Green Bay Area Catholic Education and is a nine-school system that provides excellence in early childhood through eighth-grade education and serves the 23 Catholic parishes within the Greater Green Bay community. GRACE schools range in offerings and locations, and each has its own distinct history, focus and parish connections. GRACE is among the largest Catholic school systems in the state of Wisconsin. To learn more, visit www.gracesystem.org.