

# Our Lady of Assumption Catholic Parish

## Social Media and Marketing Manager

### Background

Our Lady of the Assumption (OLA) is a wonderful faith community with solid Parish membership participation in many programs and activities. OLA serves the Beloit community and is comprised of a church, school and childcare facility. We are seeking a Social Media and Marketing Manager to help fulfill our evolving marketing goals.

### Position Description

This part-time position reports to the school Principal and provides leadership and management of strategic marketing and communication decisions affecting the OLA Catholic Parish, which includes its parochial school, childcare, religious education parish programs.

In partnership with the Pastor and the Parish Administrative Staff, the Manager is responsible for all internal and external communication efforts to highlight OLA's mission of providing a quality education centered on Catholic values and developing students as a whole person, promoting respect and moral responsibility.

The Manager will have a unique opportunity to engage and develop marketing plans for all the parishes education programs and our school. Goals for this role include growing enrollment in the school and childcare and increasing visibility in the greater Beloit area.

### Responsibilities

Responsibilities may include, but are not limited to:

- Develop, manage, and implement the parochial school and child care marketing plans, with a strong focus on communicating the excellent educational investment made when choosing OLA
- Manage and expand social media and print marketing efforts
- Bring forward new initiatives for marketing activations and channels
- Track marketing programs and reporting results
- Develop strategies to grow school and child care enrollment
- Promote Parish and school fund raising activities
- Search for and apply for grants

### Qualifications

- Commitment to OLA mission as advocate of Catholic education experience
- Demonstrated professional experience in the area of marketing, communication, or public relations with nonprofit organizations
- Demonstrated ability to understand and communicate effectively on all social media and print platforms
- Excellent communication skills, both written and oral
- Flexible and organized
- Ability to both work autonomously and to collaborate with others at varying levels of engagement both within and outside of OLA
- Strong organizational and time management skills with exceptional attention to detail
- Experience with MSOffice, Publisher, Social Media platforms (Facebook, Instagram, Twitter, Website software)
- Bachelor's degree (Masters degree preferred)
- Bi-lingual (English/Spanish preferred)

### Part Time Position

**20 hours per week**

Send resume to [mariannes@olabeloit.com](mailto:mariannes@olabeloit.com)