



JOB DESCRIPTION

Job Title	Marketing Coordinator
Department	Marketing and Communications
Reports To	Director of Marketing and Communications
Employment Class	Exempt, Benefits Eligible
EEO Class	2 - Professional
Authorized Driver	Yes

This job description in no way states or implies that these are the only duties to be performed by the employee occupying this position. Employees may be required to follow other job-related instructions and to perform other job-related duties as requested, subject to all applicable state and federal laws. Certain job functions described herein may be subject to possible modification in accordance with applicable state and federal laws.

Summary

The Marketing Coordinator is responsible for supporting the development, planning and execution of all marketing and communications efforts to promote the mission of Mundelein Seminary, one of the top tier graduate theological seminaries in the United States. This individual is responsible for daily oversight and multimedia content creation for the Mundelein Seminary website, social media channels and email communications, ensuring the consistency of the Mundelein brand and voice.

Essential Job Functions

- Support the Director of Marketing and Communications in development, planning and execution of all marketing and communications efforts for Mundelein Seminary
- Create high quality, multimedia content for all digital marketing channels including social media (Facebook, Instagram, Twitter, YouTube, LinkedIn), website and email communications
- Maintain digital communications calendar to schedule and manage content delivery across platforms
- Maintain Mundelein Seminary website, updating content as necessary
- Design, manage and implement collateral for digital and traditional advertising
- Manage ticketing system and respond to all incoming marketing requests
- Monitor digital analytics, conversions and social media mentions and provide monthly report to Director of Marketing and Communications
- Develop understanding of Mundelein Seminary's key constituents and engage them while maintaining brand "voice" in all communications
- Review new technologies/platforms to stay at the forefront of developments in marketing and social media
- Support Development, Events and Alumni department marketing as needed
- Other duties as assigned



Education and Experience – An equivalent combination of education, training and experience will be considered.

- Bachelor's degree in marketing, communications, journalism or related field
- One-to-three years' experience in marketing, communications or journalism role

Knowledge, Skills and Abilities which may be representative, but not all-inclusive of those commonly associated with this position.

- Self-directed, organized and passionate individual who can manage multiple projects at once with great attention to detail
- Creative-minded team player who is a fast learner, quick worker, open to feedback and has a sense of humor
- Ability to interact appropriately with individuals at all levels of the organization and be able to work with people of diverse races, cultures and religions.
- Strong understanding of and respect for teachings, hierarchy and theology of the Catholic Church
- Strong writing skills for online articles, social media posts and mass email communications
- Strong content production and editing skills for digital platforms including photography, video and audio
- In-depth knowledge of Adobe Creative Suite (especially Photoshop, InDesign and Premiere), WordPress (or similar content management system), MailChimp (or similar email distribution system), Microsoft Office Suite, basic understanding of HTML, and knowledge of AP Style
- Experienced social media user with deep understanding of popular social media platforms and digital communications strategies
- Basic knowledge of social media metrics reporting, and ability to share insights on a continual basis with communications and development teams
- Non-profit, development or fundraising background preferred

Work Environment – Environmental or atmospheric conditions commonly associated with the performance of the functions of this job.

- General office conditions, university conditions. Exposed to moderate noise levels.
- Availability to work occasional nights and weekends.

Physical Abilities that are commonly associated with the performance of the functions of this job. The physical demands described below are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

- Physically able to perform the duties as assigned including the ability to lift to 30 pounds occasionally,
- Ability to stand, sit, or walk for extended periods of time,
- Ability to routinely ascend two to four sets of steps multiple times during the day,
- Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and the ability to adjust focus.
- Ability to communicate with constituents effectively, on the phone, email or in person.
- Interacts with patrons and staff in a courteous and professional manner.