



## JOB DESCRIPTION

<b>Job Title</b>	Marketing and Communications Manager
<b>Department</b>	Marketing and Communications
<b>Reports To</b>	Senior Director of Marketing and Communications
<b>Employment Class</b>	Exempt, Benefits Eligible
<b>EEO Class</b>	2 - Professional
<b>Authorized Driver</b>	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 University of Saint Mary of the Lake/Mundelein Seminary (USML) is the major seminary and graduate school of theology for the Archdiocese of Chicago. Mundelein Seminary is one of the largest priesthood preparation programs in the United States having graduated over 4,000 students since 1926 and serving over 30 dioceses in the United States and abroad.

The Marketing and Communications Manager is responsible for developing and executing marketing and communications strategies for USML. The incumbent will be responsible for the creation, enhancement, development of programs, implementation, tracking, and optimization of internal and external communications across all channels to promote the mission of the University of Saint Mary of the Lake its services, and events.. This position will work closely with the Development team, Institutes, and other departments across the organization, to ensure the consistency of the USML brand integrity and voice in all communications. The Marketing and Communications Manager will also oversee the launch and managing of new products, services, and associated brands to meet goals and targets.

## Essential Job Functions

- Support the Marketing and Communications team in development, planning and execution of all marketing and communications efforts for Mundelein Seminary and the Institutes of USML.
- Responsible for writing and editing with knowledge of Associated Press (AP) Style.
- Responsible for content production and editing for digital platforms including photography, video, and audio.
- Create high quality, multimedia content for all digital marketing channels including social media (Facebook, Instagram, Twitter, YouTube, LinkedIn), website, podcast, and email communications
- Assist in writing and editing of high-level documents, letters, press releases and other collateral to represent the University and its personnel across platforms while maintaining USML brand and voice

- Maintain digital communications calendar to schedule and manage content delivery across platforms
- Maintain USML website, updating content as necessary
- Manage and implement digital advertising strategy, maintain digital advertising budget, and track effectiveness
- Develop understanding of USML's key constituents and implement new ideas to increase brand awareness, support, and program enrollment.
- Proactively, review new technologies/platforms to stay at the forefront of marketing and communications, application of continuous improvement to enhance policies/procedures and standards of operations for marketing and communication purposes.
- Monitor, evaluate and report on similar industry activities, market data analysis and evaluation and make recommendations based on findings/opportunities.
- Evaluate the success of communication strategies and provide and implement recommendations for improvement.
- Analyze potential new products/services/media to enhance the marketing/communications work of USML.
- Develop and promote branding initiatives consistent with USML goals and objectives. Ensure that all products, services, and other offerings conform to brand identity, conduct ongoing brand management.
- Maximize brand value through the development of new opportunities.
- Communicate and negotiate with promotional partners as needed for joint marketing activities.
- 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, required.
- Three-to-five years' direct experience in marketing management, communications, or journalism role, including the handling of organization communications, original writing and editing and communications across social media platforms, required.
- Demonstrated proficiency in internet marketing techniques, technologies, and solutions.
- Project management experience, ability to manage and co-ordinate the end-to-end. development process while meeting established deadlines and budget requirements, preferred.
- Understanding and familiarity with brand building and brand management.
- At least three years' experience managing social media accounts for a non-profit organization or brand, required.
- At least three years' experience managing email communications for a non-profit organization or brand, required.
- 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, required.



- Experienced social media user with deep understanding of popular social media platforms, trends, and digital communications strategies; willingness to experiment with and learn best practices for new platforms, preferred.
- Basic knowledge of social media metrics reporting, and ability to share insights on a continual basis with communications and development teams, preferred.
- Experience obtaining project estimates from, negotiating with, and managing external partners and vendors, preferred.
- Non-profit, development or fundraising background preferred.
- Knowledge of printing procedures and requirements preferred.
- Bilingual fluent English/Spanish, preferred.

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

- Strong understanding of and respect for teachings, hierarchy, and theology of the Catholic Church.
- Self-directed, organized, and passionate individual who can manage multiple projects simultaneously, with great attention to detail.
- Willingness to collaborate as member of a small marketing team to “triage” time-sensitive requests and deliver high-quality work to colleagues and constituents.
- Active team player, ability to interact appropriately and collaborate with individuals across various departments and cross functional teams, at all levels of the organization and respectfully engage with people of diverse races, cultures, and religions.
- Excellent verbal and written communication and presentation skills. Creative-minded team player who is a fast learner, quick worker, open to feedback and has a sense of humor.
- Time management, project management, prioritization, multi-tasking.
- Assumes responsibility and ownership for work issues, problems, and performance
- Strong analytical skills.
- Well defined sense of diplomacy, including solid negotiations, conflict resolution, and people management skills.
- Adherence to USML policies/procedures and standards.

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

- General office conditions, university campus.
- Availability to work occasional nights, weekends, and moderate social media channels during non-working hours.
- Position maybe exposed to outside weather elements (snow, rain, hot/cold temperatures), occasionally.
- Genuinely support and work with others in a Catholic environment.



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- A commitment to the belief that all people have the right to dignity, respect, opportunity, and full community inclusion.
- Possess a philosophy that is consistent with the Mission, Vision and Values of USML. And supports objectives and goals.

**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.
- 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.

### **Employee Acknowledgement**

I understand that:

- This job description provides a general summary of the position in which I am employed. The contents of this job description are job requirements, and, at this time, I know of no limitations which would prevent me from performing these functions with or without reasonable accommodation. I further understand that it is my responsibility to inform my supervisor at any time that I am unable to perform these functions.
- Receipt of the job description does not imply nor create a promise of employment, nor an employment contract of any kind, and that my employment is at-will.
- I have read and understand this job description.

**Employee:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Approved - Created/Reviewed:** Elizabeth Santilli/Matt Paolelli      **Date:** 01.12.2022

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