

## Marketing and Design Specialist Job Description

Job Title: Marketing and Design Specialist  
Hours: Full Time  
Reports to: Alicia Redinger, Director of Mission Advancement

**Summary:** The Marketing and Design Specialist aids the Advancement team in managing the overall marketing and design activities for the school. This individual leads design production, including graphic, print and web design. Additionally, the Marketing and Design Specialist will create content consistent with Marian's mission of Catholic education to the broader community. This position works closely with the Principal, Director of Admissions, Director of Mission Advancement, Athletic Director, and others to help to advance the strategic direction of Marian's marketing efforts, including all forms of internal and external marketing, communications, and event promotions ensuring that all marketing and communication efforts are aligned with the school's strategic goal and mission. Specific job duties include:

1. Creation & Coordination of Publications including:
  - Marian Alive Prospective Family Newsletter
  - Marian Today Alumni Newsletter
  - Athletic Media Guides
  - Annual Report
  
2. Marian Brand Management
  - Proofreads all documents that are published, emailed or circulated to the public
  - Prepares Press Releases
  - Maintains marquee schedule and facilitates posting announcements
  
3. Coordination of Communications and event assistance including:
  - Prospective Family Materials
  - Principal, Pastor, Parish Communications
  - Open House
  - ICCL Nights
  - Other as needed
  
4. Social Media & Website Management
  - Update & maintain social media websites
  - Develop and implement social media communications plan
  - Maintain calendar of events on main website & edit other webpages as needed for brand consistency
  
5. Collaborate & assist School Board Marketing Committee
  
6. Work as collaborative team member to accomplish goals of Marian High School. Maintains all information in a highly professional and confidential manner. Accepts and fulfills any other duties requested by the Principal or Director of Mission Advancement.

Interested applicants should send their resume and cover letter to Alicia Redinger, Director of Mission Advancement at [aredinger@marianhs.org](mailto:aredinger@marianhs.org) by March 5, 2021.