

## **Position Summary:**

This position actively supports and fulfills the mission of Our Lady Queen of Angels School by guiding, planning, and evaluating the marketing and advancement efforts of the school in Marketing, Social Media, Communication with School Families and Alumni, Recruitment & Retention of Students, Event Planning, Fundraising, and oversees Public Relations.

## **Description:**

The Director of Marketing & Advancement will report to the Principal. He/she will be responsible for the planning, coordination and directing of those activities that enhance enrollment and attract the necessary philanthropic support to provide sufficient resources to ensure continued excellent education programs and long term viability of Our Lady Queen of Angels School.

## **Essential Functions:**

- Responsible for the planning, management, and implementation of the marketing, recruitment and retention of the students. This includes, but is not limited to, open houses, school visits and tours, registration and brochure creation.
- Work closely with key volunteers to coordinate the external and internal marketing efforts and initiatives that attract and retain students.
- Serve as spokesperson for the mission and vision of Our Lady Queen of Angels School.
- Provide oversight to fundraising events. Serve as the oversight to ensure that the event goals are aligned with overall developmental goals. Solicit and serve as contact for major donors.
- Coordinate the development of an accurate and on going alumni base. Collect news of and information of alumni via a publication and maintain records of the school's alumni in an electronic database.
- Media relations including advertising and press releases in local newspapers for local media coverage.

- Identify specific market targets and develop professional relationships with those markets.
- Oversee electronic communication including the web site, email blasts, and social media outlets to ensure brand continuity.
- Attend meetings as assigned
- Perform other relevant duties as assigned.

**Minimum Qualifications:**

- Minimum Bachelor's degree in Business Administration, Marketing, Communications.

Masters Degree preferred.

- Prior experience with marketing, fundraising, and coordinating volunteers.
- Supervisory experience with volunteer staff.
- Ability to appreciate and communicate a passion for Catholic education.
- Possess strong interpersonal skills
- Exhibit and articulate vision embracing the mission of Our Lady Queen of Angels School.
- Detail oriented, able to multi-task, effectively delegate, and work collaboratively.
- Excellent verbal and written communication skills with presentation abilities.
- Trustworthy and loyal. Demonstrated ability to use good judgement.
- Willingness to travel locally and work some nights and weekends.

**Physical Demands:**

The physical demands required for this position are representative of those necessary to successfully perform the essential functions of this job. While performing this job, the employee is frequently required to stand, walk, sit, talk and hear.

The employee must occasionally lift and move up to ten pounds. Specific vision requirements include vision and to adjust focus. The essential functions further require frequent use of hands to include fine finger usage, gross motor movement, grasping and handling movements