



Benilde-St. Margaret's

Job Description

Position title Marketing and Communications Specialist	Incumbent(s)
Department Marketing and Communications	Reports to (Title) Director of Marketing and Communications
FLSA Status <input checked="" type="checkbox"/> Exempt <input type="checkbox"/> Non-exempt	<input checked="" type="checkbox"/> Full time <input type="checkbox"/> Part-time ___%
<p>Position overview:</p> <p>This position requires a strong passion for marketing, communications, and storytelling in a creative, nurturing, and upbeat environment.</p> <p>The Marketing and Communications Specialist will support Benilde-St. Margaret's marketing, communications, public relations, and branding efforts, which includes the effective coordination of BSM's social media presence and other digital initiatives. This individual will be part of a three-person team and will help to implement comprehensive marketing and communications strategies to raise awareness of school initiatives and preserve and enhance BSM's brand.</p> <p>Application Instructions: Please send resume with cover letter and samples of creative work (design, photography, and social media postings) to HR@BSMSchool.org.</p>	
<p>Responsibilities to BSM as a Catholic School:</p> <p>It is not an essential prerequisite that all employees be Catholic. However, all employees are expected to respect the teaching of the Church and should support - in word and in action - the mission and philosophy of the school.</p>	
<p>Primary Duties:</p> <ul style="list-style-type: none"> ● Identify, source, write, and produce stories for both digital and print channels promoting the school community, culture, and brand. ● In collaboration with the Director and Manager of Marketing and Communications, execute a comprehensive strategy for BSM's social media platforms, including Facebook, Instagram, LinkedIn, Twitter, and YouTube. ● Serve as editor of BSM's weekly parent newsletter. Manage content collection, writing, editing, production, distribution, and engagement/analytics. ● Assist with the marketing and communications efforts of internal departments, including Admissions and Athletics. 	



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- Coordinate video production storyboarding, planning and execution.
- In collaboration with the Marketing and Communications Manager, write, edit, and post content to BSM's website according to AP Style and BSM best standards and practices.
- Take and edit photos and videos as needed, and manage the school's digital asset library.
- Assist in managing the annual marketing and communications student-intern program. Identify intern assignments and provide appropriate feedback and direction.
- Assist in design efforts of various print and digital materials.

Additional Duties:

- Coordinate and post content to BSM's digital media tools, including internal wayfinding signage, external signage, and calendar listings.
- Serve as Parent Association contact; support PA communication needs.
- Analyze performance metrics to increase productivity of the website, mass emails, and social media posts.
- Coordinate internal communication as needed.
- Other duties as assigned.

Skills and Characteristics

- Upbeat, driven, detail-oriented individual with strong verbal and written communication skills.
- Professional, approachable, and collaborative.
- Efficient and well organized.
- Service-oriented.
- Passion for learning.
- Ability to work independently with little supervision.

Education / Experience (Minimum Required)

- Associate or Bachelor's Degree in communications, marketing, journalism, public relations, or mass communication and a minimum of two years professional experience.
- Excellent writing and grammar skills.
- Demonstrated ability to manage multiple social media platforms.
- An understanding of and appreciation for BSM's mission and an enthusiasm for learning about and actively participating in the life of the school.
- Experience editing video using iMovie, Final Cut Pro, or Adobe Premiere.



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- Experience with digital tools including content management systems and mass email systems.
- Knowledge of Microsoft Office (Word, Excel, PowerPoint).
- Knowledge of Google Platform (Google Drive, Google Docs, etc.)

Preferred:

- Proficiency in shooting and editing still photography.
- Graphic design experience utilizing Adobe Creative Suite.
- Familiarity with Canva.

Numbers and Job Titles Reporting Directly to This Position

N/A

Completed by:

Reviewed by:

Employee

Supervisor

Date

Date

Job Demands and Conditions Analysis

Position Title: ____ Marketing & Communications Specialist ____



Benilde-St.Margaret's

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Department: _____ Marketing & Comm _____

Check the appropriate frequency column for all requirements that apply to the essential functions of the job being described.

O = Occasional, less than 1 time per week
S = Some, less than 1/3 of the time

F = Frequent, from 1/3 to 2/3rds of the time
C = Consistent, more than 2/3rds of the time
Blank = not required

PHYSICAL REQUIREMENTS	O	S	F	C	ENVIRONMENTAL REQUIREMENTS	O	S	F	C
Sitting				X	Works alone		X		
Standing		X			Works with others				X
Walking		X			Customers contact			X	
Lifting	X				Shift work	X			
Carrying		X			Extended day		X		
Pushing	X				Cold				
Bending at waist	X				Heat				
Twisting upper body		X			Temperature changes				
Climbing		X			Wet	X			
Balancing	X				Humid	X			
Kneeling	X				Noise	X			
Crouching		X			Confined area	X			
Crawling	X				High places				
Reaching		X			Work outdoors	X			
Working with hands				X	Work indoors				X
Working with fingers				X	Mechanical hazards	X			
Talking				X	Electrical hazards	X			
Hearing				X	Explosive materials	X			
Vision acuity - near				X	Fumes	X			
Vision acuity - far				X	Odors	X			
Depth perception				X	Dusts	X			
Field of vision			X		Mists	X			
Color vision				X	Gases	X			
Driving	X				Poor ventilation				