



Benilde-St.Margaret's

Job Description

Position title Marketing and Communications Manager	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 <input type="checkbox"/> %
<p>Position overview:</p> <p>The Marketing and Communications Manager will support Benilde-St. Margaret's (BSM) robust marketing, communications, public relations, and branding efforts, which includes the effective management of multi-faceted projects and digital media 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 three writing samples to HR@BSMSchool.org.</p>	
<p>Responsibilities to BSM as a Catholic School:</p> <p>It is not an essential prerequisite that all employees of Benilde-St. Margaret's be Catholic. However, all employees are expected to respect the teachings of the Church and support - in word and in action - the mission and philosophy of the school.</p>	
<p>Primary Duties:</p> <ul style="list-style-type: none"> ● Creates and implements strategic communication plans in partnership with the Director of Marketing and Communications for school initiatives and department programs, promoting positive perceptions, increasing awareness, and encouraging engagement within the BSM community. ● Leads the marketing and communications efforts of the Advancement Department, including the development of strategic marketing and communications plans to support alumni and donor relations, and BSM's annual Day of Giving. ● Serves as editor of BSM's alumni magazine, the <i>Crown and Shield</i>. Manage content schedule, collection, writing, editing, production, and distribution. ● Manages the annual EPIC marketing and communications student-intern program. Identifies intern assignments and provides appropriate feedback and direction. 	



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- In conjunction with the Director of Marketing and Communications, leads video storyboarding, planning, and execution of department productions.
- Writes, edits, and posts content to BSM's website according to AP Style and BSM best standards and practices.
- Serves as website manager, coordinating and curating content from across BSM departments.
- Provides strategic direction to graphic design, photography, and videography consultants.

Additional Duties:

- Writes and edits letters, proposals, emails, articles, etc. to support school initiatives.
- Analyzes performance metrics to increase effectiveness of digital marketing campaigns and website content.
- In collaboration with the Marketing and Communications Specialist, writes and posts content to BSM's social media platforms, including Facebook, Instagram, Twitter, YouTube, and LinkedIn.
- Helps maintain BSM media database while cultivating new and existing media relationships to promote the organization.
- Coordinates internal communication as needed.
- Helps manage and organize overall communications and marketing project list.
- Takes and edits photos and videos as needed.
- Other duties as assigned.

Skills and Characteristics

- Upbeat, driven individual with superb writing and project management skills.
- Strategic thinker.
- Strong communicator with an attention to detail.
- Innovative marketer with a creative spirit.
- Professional, approachable, and collaborative.
- Service-oriented.
- Efficient and well organized.
- Ability to work independently with little supervision.

Education / Experience (Minimum Required)

- A Bachelor's degree in communications, marketing, journalism, public relations, or mass communication and a minimum of four years professional experience.
- Proven ability to write for internal and external audiences for a full range of media, including print, web, and social media.



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- Demonstrated skills in publication management and project planning/execution.
- 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 and high comfort level with digital tools including content management systems (Finalsite experience preferred), mass email systems, and social media platforms.
- Knowledge of Microsoft Office Suite (Word, Excel, PowerPoint).
- Knowledge and experience with Adobe Creative Suite (Photoshop, Acrobat, Premier, Illustrator, InDesign)
- Knowledge of Google Platform (Google Drive, Google Docs, etc.).

Desired:

- Experience managing multiple social media channels.
- Proficiency in shooting and editing still photography.
- Familiarity with Canva.
- Experience editing video using Final Cut Pro or Adobe Premiere.

Numbers and Job Titles Reporting Directly to This Position

N/A

Completed by:

Reviewed by:

Employee

Supervisor

Date

Date



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Job Demands and Conditions Analysis

Position Title: Marketing Manager
 Department: Marketing

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			



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Vision acuity - far			X		Odors	X			
Depth perception			X		Dusts	X			
Field of vision		X			Mists	X			
Color vision			X		Gasses	X			
Driving	X				Poor ventilation				