

MOTHER TERESA CATHOLIC ELEMENTARY SCHOOL

TITLE: Director of Marketing & Advancement

REPORTS TO: Principal and Board of Trustees

SUPERVISES: MTCES Advancement Manager

EXEMPTION STATUS: Exempt

Department/Location: Mother Teresa Catholic Elementary School, Liberty Township, Ohio

Primary Function: The Director of Marketing & Advancement is a member of the school's administrative team reporting directly to the school Principal. The Director is responsible for leading Marketing, Public Relations, Enrollment and Fundraising as adopted by the school's finance committee and Board of Trustees. The Director will also be responsible for developing and maintaining active and productive relationships with the Marketing, Fundraising and Finance committees as well as the Board of Trustees. Under the direction of the school Principal, the Director shall also espouse and support the School in its mission.

Essential Duties and Responsibilities: The Director of Marketing & Advancement is responsible for overseeing, managing and delegating responsibilities over a multitude of areas including:

1. Marketing & Public Relations

- Lead the Marketing Committee- invite members, strategic planning, facilitate meetings, prepare agendas and reports
- Ensure consistent branding and voice, including logo and style guidelines
- Manage the development, design, distribution, and maintenance of all print and electronic collateral
- Manage website; create and publish all content
- Advertising
- Create and post all social media (Facebook, Twitter, Instagram) graphics, images, content, and advertising
- Coordinate SEO, paid search, and display advertising
- E-mail marketing (content, images, message segmentation)
- Manage marketing and advertising budget
- Manage all photo and video content, including professional video production; capture images and/or videos of school events, classroom happenings
- Media relations
- Represent the school at community events
- Order and maintain promotional items
- Volunteer Voices school newsletter

2. Enrollment

- Respond to all enrollment inquiries and maintain prospect tracking database; maintain regular communication
- Conduct school tours
- Work closely with Principal and Office Manager to track prospective family stages in the enrollment funnel and promote progression (ie. interviews, screenings, registration paperwork)

- Make all shadow day arrangements
- Promote MTCEs to “feeder” schools/organizations
- Organize and host the Information Night and Open House events
- Organize and host toddler/pre-schooler events (Christmas and Easter)
- Coordinate the New Family Ambassador program with the Director of Advancement
- Compose and print prospective family information packets
- Solicit parent referrals and testimonials
- Send and review exit surveys to families who have withdrawn
- Oversee yard sign initiative (welcoming new students, congratulating graduates)

3. Events/Fundraiser Execution: Extravaganza, Spirit of Mother Teresa, Golf Outing, Queen of Hearts raffle (PTO,) 8th Grade Trip

- Supervise committee planning meetings to determine overall event strategies and timelines
- Manage budgets
- Create sponsorship levels and benefits; secure sponsors and ensure that they are appropriately recognized and promoted
- Create event web sites
- Event publicity including: create and print save-the-date cards, social media, e-mail blasts, registration procedure, informational fliers
- Event software (Greater Giving database) management: track registrations, donations, payments, generate reports
- Solicit in-kind items and donated services as needed
- Send acknowledgement letters to cash and in-kind contributors
- Attend all events and serve where needed
- Manage committee volunteers
- Research/select vendors, caterers, venues, entertainment and negotiate and review contracts
- Generate and update mailing lists
- Post-event: payment processing, unpaid guest collection, guest surveys, event analysis

Advancement

- Business partnerships/sponsorships (includes school directory advertisers and scoreboard sponsors)
- Annual Giving
- Endowment
- Capital Campaigns
- Alumni Relations
- Annual report

Physical/Mental Requirements: Requires coordination and manual dexterity, normal mental and visual ability; ability to lift as required in a normal office environment.

Required Activities: Walking, sitting, standing, stooping, reaching, talking, handling, hearing, carrying, and computer keyboarding;

Basic Qualifications

- Some professional fundraising experience;
- Experience in designing and managing development and alumni relations program;
- Experience with developing and maintaining productive working relationships with committees, donors, parents, administrators and faculty;
- Ability to work as a leader and as part of a team;
- Familiarity with traditional Catholicism.

Education and Experience

- A Bachelor degree from an accredited university or appropriate outside experience relevant and instructive to the essential duties and requirements of the position.

