

St. John the Baptist School
~A Foundation for Success...A Foundation for Life~
2028 Sandridge Road
Alden, New York 14004-9741
Phone (716) 937-9483 Fax (716) 937-9794
Website: www.stjohnsalden.com

Date Posted: 11/09/17

Title of OPEN Position: Marketing Director

Type of Employment: Part Time

Salary: Commensurate upon experience/education

Employer Name: St. John the Baptist School

Employer Contact Name and Title: Mrs. Jonna Johnson, Principal

Employer Address: 2028 Sandridge Road, Alden NY 14004

Employer Website: www.stjohnsalden.com

Job Description: The marketing director is responsible for marketing the school with a primary focus on growing enrollment. This position reports to the individual school Principal.

Degree Requirements:

- Bachelor's degree preferred or equivalent experience

Qualifications/Skills:

- Writes and submits press releases regularly
- Excellent verbal and written communication skills, willingness and confidence in pursuing enrollment opportunities, donations, volunteer commitments.
- Creates and maintains the development of a media relations program that includes relationship building with online and traditional news sources.
- Oversees the website, Works with IT consultant, parent volunteers and/or outside vendors to ensure website is current and an effective means of communication. Regular updates of content, photos and videos are important.
- Oversees social media sites.

Experience Required: Previous sales and/or marketing experience in a commercial or non-profit setting, excellent organizational capacity and demonstrated ability to be self-directed and self-motivated.

Other skills/requirements:

- Increase enrollment of new students and meet student retention goal.
- Assist in organizing school open houses and school tours.
- Organize parent welcoming meetings.
- Committed to promoting Catholic Education.
- Has the ability to provide big picture strategic thinking with vision and insights to faster (and implement) innovative ideas and initiatives.
- Possesses collaborative leadership skills that encourage team cooperation and motivate

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relationship-building.

- Is self-confident in oral, written, strategic and analytical abilities.
- Proficient in the use of Microsoft Office, database management, on-line marketing modalities (Search engine optimization, social media marketing via Facebook, and other mobile applications).
- Ability to work independently.
- Ability to work non-traditional hours with possible evening and weekend meetings/activities.
- Compliance with the Safe Environment Requirements of the Office for the Protection of Children & Youth.

EOE

How to Apply:

By MAIL: 2028 Sandridge Road, Alden New York 14004

E-Mail: Jonna.Johnson@stjohnsalden.org

Fax Number: (716) 937-9794

Please include: Résumé, [employment application](#) and [teacher application supplement](#)