**PASTORAL INSTITUTE, INC.**

**JOB DESCRIPTION**

**Job Title:** Marketing Specialist **Exempt/Non-exempt**: Exempt

**Reports to**: Director of Development **Date Revised:** 04/21//17

**Degree of Supervision:** None

**General Description:**

The Marketing Specialist is the central point of contact for the Pastoral Institute for publicity, advertising, printed materials, website, social media and local media. The position involves close cooperative working relationships with all personnel. Attention to detail, writing, editing and proficiency in graphic design and layout are essential. Knowledge of advertising methods and mediums desired.

**Duties and Responsibilities:**

1. Establishes and monitors an effective marketing/advertising/branding program that accurately depicts the Pastoral Institute and its mission.
2. Works and meets regularly with all centers to meet their creative marketing and advertising needs.
3. Prepares the annual marketing budget, monitors monthly expenses and operates within approved budget.
4. Develop, monitor and update Pastoral Institute website by working with centers to ensure consistent and accurate flow of information and function.
5. Administers the website content management program and trains designated employees as needed.
6. Guides public relations activities.
7. Develops and approves content for all printed material for the agency. Writes copy for brochures, handouts, press releases, stories/articles for external publication, and direct mail.
8. Proofreads and edits all materials produced for internal and external customers.
9. Communicates with Pastoral Institute stakeholders (employees, Board, Auxiliary and vendors) on marketing initiatives as appropriate.
10. Create cohesive campaigns across several platforms (social media, web, media, email, video, print, etc.) to support the marketing and fundraising efforts
11. Designs billboards, social media posts, web updates, print and online advertisements, fundraising appeals, event invitations and programs, and banners.
12. Actively supports the Pastoral Institute through attendance and participation in division and institute-wide meetings/events. Represents the Pastoral Institute at functions as needed
13. Establishes, monitors and evaluates long and short-term goals for the department in coordination with the PI’s strategic goals and annual goals.
14. Oversees the design, compilation, publication and distribution of annual report.
15. Maintains quality branding for the organization.
16. Analyzes data and reports that pertain to the overall marketing to facilitate effective and efficient use of corporate resources and enhance customer and donor engagement
17. Cultivate and liaise with media relationships at the local level and coordinates paid and donated advertising in print and online media.

**Education Requirements:**

Bachelor’s degree in marketing or communications preferred.

**Work Experience:**

Three to five years minimum experience in marketing, communications and public relations. Excellent oral and written communication skills. Strong working knowledge of all Microsoft Office products, InDesign, Photoshop and other software for graphic design. Strong knowledge of social media engagement. Good presentation skills and public speaking ability. Proven ability to work with diverse groups of individuals. Ability to manage multiple projects/tasks/ initiatives simultaneously.

**Physical Requirements:**

Must be able to see, hear and speak well with or without aids. Some lifting, stooping, bending, and walking is required.

**Approved by:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Executive Director