

ST. JOHN SCHOOL
DIRECTOR OF DEVELOPMENT AND MARKETING
JOB DESCRIPTION

- TITLE:** Director of Development and Marketing
- POSITION SUMMARY:** Promote awareness of St. John School, increase school enrollment, develop and implement fund-raising projects, research and write grant proposals, promote tuition assistance and participate in parish stewardship efforts including involvement with volunteers and parish fund-raising events.
- SUPERVISION RECEIVED:** Reports directly to the Principal and ultimately to the Business Administrator and the Pastor.
- QUALIFICATIONS:**
1. Is a practicing Catholic with experience in and a deep commitment to Catholic education
 2. Has attended or will attend the required Diocesan Virtus Training
 3. Has a Bachelor Degree in Marketing & Communications or the equivalent
 4. Possesses excellent interpersonal skills, good organizational, verbal and written communication skills
 5. Proficiency in operating computer software to include Microsoft Office products, especially Word, Power Point, and Excel
- PERFORMANCE RESPONSIBILITIES:**
1. **General Responsibilities**
 - A. Uphold and model a moral code, which is consistent with the teachings of the Catholic Church and the mission of the School
 - B. Collaborate with and support the Parish Pastoral Team, the Total Board of Education & the Marketing Committee by attending monthly meetings.
 - C. Network with other development and marketing professionals as is deemed appropriate.
 - D. Have an awareness of the goals, policies and procedures of parish and school organizations.
 - E. Oversee necessary communications and materials including newsletters, the Web site, and other publications and PR materials.
 - F. Develop an annual operating budget for the development and marketing offices.
 - G. This list of duties and responsibilities is not intended to be all-inclusive and may be expanded to include other duties or responsibilities that administration may deem necessary from time to time.

2. Marketing Responsibilities

- A. Research, identify, develop and implement strategies to increase student enrollment and promote St. John School.
- B. Establish and maintain cooperative relationships with St. John parents, members of the parish and the community at large.
- C. Facilitate and coordinate communication with the alumni, organize alumni events and ensure regular updating of the school alumni mailing list.
- D. Responsible for all donor relations to include contacting potential donors, maintaining positive relationships through purposeful contact, successfully matching donor interest with the needs of the school and ensure accurate donor record keeping.
- E. Serve as a consultant to the Stewardship Committee on marketing strategies.

Fund-Raising Responsibilities

- A. Review and recommend fund-raising events and activities for the school, faith development and parish organization.
- B. Create strategies to replenish the tuition assistance funds.
- C. Recruit and direct volunteers needed for Fund-raising and Marketing events.

TERMS OF EMPLOYMENT: Salary is negotiable based upon education and experience. The first 100 workdays of the Director of Development and Marketing position is considered a probationary period.

EVALUATION: Performance of this job will be evaluated by the Principal, in accordance with the provisions stated in the Green Bay Diocese's policy on Evaluation of Professional Personnel.

Approved by: _____ Date: _____

Reviewed and agreed to by: _____ Date: _____