

ERIE CATHOLIC SCHOOL SYSTEM

JOB TITLE: Vice President for Communications, Marketing and Enrollment

REPORTS TO: President, Erie Catholic School System

POSITION STATUS: Full Time and Exempt

Position Summary: Oversees development and implementation of an integrated communications and marketing plan, consistent with the school system's mission and vision. Collaborates with the administrative team, including school level principal, to build relationships, and brand awareness in the community through effective and targeted communications, and to track and build enrollment in the schools.

Implements and manages the Erie Catholic School System Communications, Marketing and Enrollment programs with emphasis on the following area:

- Branding and Community Awareness
- Development of a 2-3 year Marketing Plan
- Manage the ECSS websites and social media outlets
- Collaborate with the administration to create, write and oversee print publications for ECSS (including but not limited to magazines, newsletters, reports, letters, handbooks, etc.).
- Coordination of the uses of all school databases.
- Oversee all photography and videography as the main photographer.
- Coordinate with parish offices, internal and external committees and staff to ensure consistent messaging.
- Evaluate effectiveness of brand messaging while elevating the brand awareness of the ECSS.

Required Qualifications:

- Bachelor's Degree in Communications/Marketing,
- 3 to 5 years relevant experience in marketing, communications, public relations, and social media at a non-profit organization, school, or corporation.
- Superior writing and editing
- Experience with graphic design
- Collaborative, Team player
- Proven ability to communicate effectively with all audiences
- Must be willing to support the mission of Catholic education

Desired Qualifications:

- Exceptional critical thinking, organization, communication, and problem-solving skills
- Exceptional teamwork and leadership skills
- Trustworthy, personable and professional
- Works well in an environment of change
- Self-directed and collaborative and results-orientated

- Experience in the use of Microsoft Office, photo editing software/apps, content management and social media platforms to support objectives and other modern technologies or applications
- Strong interpersonal skills
- Practicing Catholic preferred

Performance Factors/Job Competencies:

- Ability to exercise discretion
- Ability to communicate effectively and efficiently
- Ability to work effectively in a collaborative team and fast-paced environment
- Ability to organize and maintain data
- Ability to adapt to new and emerging technologies
- Ability to prioritize and efficiently complete tasks with minimal supervision
- Demonstrate adherence to the highest moral standards at all times

Licenses/Certifications

- All clearances for school personnel as required by ECSS, Diocese, and State or Federal Law
- Valid Driver's license

Work Environment: This job operates in a professional office environment. Incumbent must be able to sit at desk for extended period of time. This role routinely uses standard office equipment with a vast majority of the time utilizing computers to complete daily tasks.

Physical Demands: (% of time)

Standing: Occasionally (<20%)

Sitting: Frequently (<60%)

Lifting: 0-20lbs. Occasionally (<20%); 20-50lbs. Occasionally (<20%); Over 50 lbs. Rarely (<10%)

Travel: Rarely (<10%)

Pushing/Pulling: Occasionally (<20%)

Manual Keying/Data Entry: Often (30-60%)

Property and Confidentiality Requirements: All Property, including intellectual property, materials, equipment or actual products and services developed or accrued as part of the job duties and responsibilities listed above is the property of the Erie Catholic School System. It may not be used for personal profit or gain and will be relinquished to ECSS upon termination of employment from ECSS. In addition, the person employed in this position shall maintain confidentiality with regard to the personal and private information about students, families,

faculty, co-workers, administrators, programs and services, and any other proprietary information accrued as a result of ECSS employment or as required by applicable state or federal laws and regulations.

Note: Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee of this job. Duties, responsibilities and activities may change at any time with or without notice.

Erie Catholic School System is committed to equal employment opportunity and employs all qualified persons without regard to race, color, religion, national origin, sex, age handicap, or any other classification protected by the federal, state or local laws.

Dear Applicant,

We appreciate your interest in the Erie Catholic School System. In order for us to process your application, we need the following documents to be sent along with your application.

Please use this list as a checklist before submitting your application.

Required documents:

Because we process many applications, it will be impossible to consider incomplete applications.

1. Application
2. Resume
3. Teacher Certification (If applicable)
4. Degree/School Transcripts
5. Pastor/Character Recommendation Form
 - *If Catholic - Pastor Recommendation Form
 - *If Non-Catholic - Character Recommendation Form
6. Act 34 Pennsylvania State Police Criminal History Clearance
7. Act 151 Pennsylvania Child Abuse History Clearance
8. Act 114 FBI Criminal History Report (Fingerprint Clearance)
9. Act 24 Arrest/Conviction Report
10. Act 126 Pennsylvania Mandated Reporter Training Certificate
11. Act 168 Sexual Misconduct/Abuse Disclosure Release Form

After your file is complete and reviewed, you will be notified regarding the status of your application.

For more information go to www.eriecatholic.org/careers and click on [Common Requirements Section](#)

