



POSITION: Marketing and Development Coordinator

LOCATION: St. Teresa of Calcutta Newman Center | Kearney, NE

POSITION OVERVIEW

The Marketing and Development Coordinator position at St. Teresa of Calcutta Newman Center is a dynamic role, focusing on coordinating marketing efforts, event promotion, content creation, and fundraising initiatives. This full-time position requires a creative individual with expertise in social media management, graphic design, marketing practices, and donor management. The Coordinator will play a pivotal role in enhancing our online presence, engaging the student community through various channels, and supporting fundraising campaigns. As part of a dedicated team, the successful candidate will contribute to the ministry's mission of spiritual growth and community engagement.

REPORTS TO: Director of Development

COMPENSATION

1. Exempt, full-time employment
 - a. \$40,000 base salary with comprehensive benefits package
 - b. Relevant experience may be recognized

QUALIFICATIONS

1. Bachelor's degree in marketing, communications, graphic design, or a related field.
2. Mind and heart for Roman Catholic doctrine, devotion, formation, and campus ministry
3. Strong written and verbal communication skills.
4. Proficiency in social media platforms, digital marketing tools, graphic design software (Adobe Creative Suite, Canva, etc.), and nonprofit fundraising concepts.
5. Creative mindset with the ability to generate fresh and engaging content.
6. Ability to work independently and collaboratively in a team.
7. Great customer service and interpersonal skills
8. Passion for the mission and values of St. Teresa's Newman Center

SKILLS & ABILITIES

1. Can effectively advocate for St. Teresa's mission, demonstrably embrace its core values, and pursue personal holiness and excellence each day
2. Keen attention to detail
3. Problem-solving and basic troubleshooting skills
4. Thoroughness in planning and implementing work, including goals, timetables, and formulating action steps to achieve objectives
5. Ability to work effectively with other staff members, students, volunteers, and external contacts
6. Working knowledge of software applications such as Microsoft Office Suite, QuickBooks, Google Workspace, eTapestry, and HootSuite
7. The creativity to produce exciting and interesting digital and print content for a variety of audiences

KEY RESPONSIBILITIES

1. Social Media Management:
 - a. Create and curate compelling content for various social media platforms (Facebook, Instagram, Twitter, etc.).
 - b. Develop and maintain a content calendar to ensure consistent and timely postings.
 - c. Monitor and engage with the online community, responding to comments and messages.
 - d. Implement strategies to increase followers and engagement on social media.
2. Event Promotion:
 - a. Attend ministry events and capture high-quality photos and videos.
 - b. Create promotional materials (posters, flyers, digital graphics) for upcoming events.
 - c. Use social media and other digital channels to promote events and drive attendance.
 - d. Create and send a weekly email to students, highlighting upcoming events, homilies, and important announcements.
3. Content Creation:
 - a. Produce creative and trendy content, including videos, memes, and infographics, to convey the ministry's message and values.
 - b. Maintain and update the ministry's website with relevant content.
 - c. Record, edit, and publish homilies and other relevant content for the ministry's podcast.
 - d. Ensure the podcast is regularly updated with new episodes.
4. Graphic Design
 - a. Design visually appealing graphics for social media, website, event promotions, fundraising materials, and other marketing materials.
 - b. Ensure consistent branding across all visual elements.
5. Fundraising Promotional Material Creation:
 - a. Develop creative materials to support fundraising initiatives, including brochures, digital campaigns, and other promotional materials.
 - b. Collaborate with the fundraising team to ensure messaging aligns with the overall strategy.
 - c. Craft compelling appeals and newsletters to engage donors, volunteers, and students.
 - d. Collaborate with team members to gather content and stories that resonate with the organization's mission.
6. Database Management/Gift Acknowledgement:
 - a. Manage and maintain databases related to donor information and engagement.
 - b. Ensure accuracy and completeness of donor records.
 - c. Process and acknowledge gifts in a timely and personalized manner.
 - d. Work closely with the development team to implement donor recognition strategies.
7. Student Involvement:
 - a. Mentor and provide hands-on experience to undergraduate students interested in marketing, communications, graphic design, and fundraising.
 - b. Encourage student contributions to social media, content creation, design projects, and fundraising initiatives.
8. Analytics and Reporting:
 - a. Track key performance indicators (KPIs) for social media, podcast, and email marketing efforts.
 - b. Prepare regular reports on engagement, growth, and impact, and make data-driven recommendations for improvement.

HOW TO APPLY

Interested candidates should submit their resume, a cover letter highlighting their relevant experience, and a portfolio showcasing graphic design work to careers@lopercatholic.org. Inquiries should be directed to the previous address.

Position opened until filled.