



## Director of Marketing

### Purpose and Function of Position

The Director of Marketing leads and develops St. Mary's marketing efforts and supports the institutions external communications, media relations, website management, social media, and supports interdepartmental efforts to attract an increased number of seminarians from dioceses nationwide, motivate alumni and donors, and attract world-class faculty and staff—key strategic objectives of St. Mary's. The Director of Marketing reports to the President Rector and is a key member of the professional staff and is responsible for working collaboratively with the Vice Rector, the Senior Vice President for Administration and Advancement, the Ecumenical Leadership Institute's Director of Admissions and Communication, St. Mary's Communications Consultant, and digital marketing vendor.

### Major Responsibilities

#### ***Marketing Strategy and Brand Development***

- Develop an annual marketing plan that includes strategies for a) developing and/or utilizing existing marketing assets, and b) identifying and reaching target audiences to achieve St. Mary's strategic goals, plans and aspirations;
- Work in close collaboration with St. Mary's Communications Consultant and with senior administrators and key stakeholders to drive the development and strategic position of the organization brand to all audiences - internal as well as external;
- Work in close collaboration with St. Mary's Communications Consultant to develop media and diocesan relations in the execution of the annual marketing plan;
- Employ integrated marketing initiatives through multiple mediums, leveraging creative assets to produce compelling storytelling about the purpose and mission of St. Mary's as a "center of excellence in 21st century priestly formation;"
- Provide targeted marketing, unified messaging and support brand enhancement with a specific emphasis on diocesan marketing which directly impacts seminarian and diocesan recruitment;
- Collaborate with all senior administrators to facilitate brand integration to ensure that marketing materials are in line with the brand and institutional priorities;
- Monitor financial expenditures and progress against the budgetary plan and takes appropriate measures to meet top-line and bottom-line goals;
- Work in close collaboration with vendors in support of St. Mary's digital/online/social media presence to ensure brand consistency and alignment of messaging throughout the institution;
- Work in close collaboration with the Director of Admissions and Communications for the Ecumenical Leadership Institute to ensure brand consistency and coordination of marketing initiatives.

#### ***Strategic Communications***

- Provide leadership and oversight to St. Mary's Marketing Plan advancing the organization through memorable storytelling, creative services and broad digital communications; print and digital communications production (including "Letters from the Park", flyers for events, posters featuring faculty and seminarians, collaboration on annual report and recruitment folder);

campaign event communications and marketing; video communications (including the McGivney video series) and related digital communications coordination (email, website and social media);

- Support organization events in order to enhance St. Mary's visibility, strengthen the organization's brand, influence decision makers and policy leaders, engage key constituencies, and fulfill major organization objectives;
- Where possible, contribute content for the institution's website and social media platforms and/or coordinate same with digital marketing vendor to ensure brand consistency and alignment of messaging.
- Provide vision and creativity to implement new forms of communications and marketing for the organization, encompassing the latest trusted communications formats, tools and delivery methods;
- Support the Vice President for Administration as needed with internal communications, capital campaign materials as well as other donor publications and solicitation;
- In collaboration with St. Mary's Communications Consultant, respond to media requests and identifying opportunities to assert the St. Mary's story and approach in forming individuals for diocesan priestly ministry.

## Reporting Relationships

The Director of Marketing reports directly to the President-Rector and works collaboratively with the Vice Rector and Senior VP for Administration, and St. Mary's Communications Consultant

## Required Qualifications, Skills, and Experience

- Bachelor's Degree from an accredited university.
- 3-5 years or more of demonstrated experience in marketing as part of a communications team, preferably with experience in higher education; a Catholic diocese, college or seminary; a non-profit or corporate organization.
- Strong story-telling skills and ability to identify "stories" for marketing to core constituencies.
- Excellent written communications skills.
- Ability to work independently and to be proactive.
- Strong marketing expertise; effective management and promotion of brand identity and development of key messages for use with a broad range of constituencies.
- Strong organizational and planning skills with the ability to influence, collaborate and achieve measurable results.
- Demonstrated ability to think strategically and creatively, as well as execute programs in support of an organization's vision and strategy.
- Visionary thinking.
- Proven track record of effective marketing, along with the ability to develop or learn media relations strategies quickly in response to changing circumstances, and also generate positive media coverage of St. Mary's Seminary & University.
- Practicing Catholic with knowledge of the Catholic Church, its structure and seminaries, preferred.

- St. Mary's Seminary requires that all faculty, staff, seminarians, religious, and administrators receive COVID-19 vaccination unless exempted in accordance with Seminary policy.

### Applying

St. Mary's is in the Roland Park neighborhood of Baltimore. The position includes generous benefit and compensation package commensurate with experience. Successful candidates will be subject to a pre-employment background check. St. Mary's Seminary & University is an equal opportunity employer. Application Procedures: Please submit electronically a:

1. Cover letter including salary requirements,
2. Résumé
3. List of three (3) work-related references, including their contact information (title, email and/or phone number).

This is an exempt position.

Submit to [jobs@stmarys.edu](mailto:jobs@stmarys.edu) with position title in subject line.