

THE PROVINCE OF ST. JOSEPH OF THE CAPUCHIN ORDER

SOCIAL MEDIA AND MARKETING COORDINATOR ST. LAWRENCE SEMINARY

Reports To: Marketing Manager
Date: 5/25

Department: Institutional Advancement
FLSA: Exempt

POSITION SUMMARY

The Social Media and Marketing Coordinator is responsible for executing marketing, communications, and branding strategies to promote the mission and values of St. Lawrence Seminary. This role supports enrollment efforts, institutional advancement initiatives, and community engagement through creative and strategic marketing campaigns.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- ❑ Demonstrate, exemplify and support the Capuchin Charism and Provincial Mission, Vision and Values throughout all professional responsibilities and activities.
- ❑ Marketing Strategy & Execution:
 - Assists with the development and implementation of marketing and communications plans to promote the seminary to prospective families, alumni, and the wider community.
 - Support admissions and institutional advancement departments with targeted campaigns and promotional materials.
- ❑ Digital Marketing & Social Media:
 - Manage and create content for the seminary's websites and social media platforms.
 - Analyze digital engagement metrics and adjust strategies for effectiveness.
 - Create and manage content for user experience on websites, as well as, post visit content (i.e. drip campaigns, automated email campaigns, etc.).
 - Serve as liaison with external marketing vendors.
- ❑ Graphic Design & Content Creation:
 - Design and/or coordinate with vendors print and digital materials including brochures, newsletters, flyers, event programs, and other promotional items.
 - Capture and curate photo and video content that reflects the seminary's mission, student life, and academic excellence.
- ❑ Brand Management:
 - Ensure consistency in messaging, branding, and tone across all seminary communications.
 - Maintain and publish brand guidelines as needed.
- ❑ Event Promotion & Support:
 - Collaborate with the Admissions and Development offices to promote seminary events such as weekend visit, day of discovery, alumni gatherings, and other events.
 - Assist in creating signage, media kits, and presentations for internal and external events.
- ❑ Media Relations & Communications:
 - Draft press releases, newsletters, email communications, and seminary announcements.
 - Serve as a liaison with local media and parish communities.
- ❑ Maintain a positive work environment by cooperating in a professional manner with the Seminary community.
- ❑ Others duties as assigned by Rector/President.

KNOWLEDGE, SKILLS AND ABILITIES

- ☐ Ability to work independently and in collaboration with others.
- ☐ Ability to successfully manage multiple tasks simultaneously.
- ☐ Ability to work flexible hours including limited weekends.
- ☐ Effective relational and public speaking skills.
- ☐ Excellent time management, organizational, verbal and written communication skills
- ☐ Professional demeanor and appearance

EDUCATION, TRAINING AND EXPERIENCE

- ☐ Bachelor's degree (BA) in marketing, advertising, journalism, communications, English, graphic arts, or related field; or
 - Qualified experience in advertising: design, placement and planning; or
 - Formidable experience in public relations: working with media, writing and editing publications, etc.; or
 - Ardent combination of education and experience.
- ☐ Completion of Safeguarding All God's Family training.

WORKING CONDITIONS

- Required to maintain a clean, professional and safe work environment.
- Work a flexible schedule.
- Some travel may be required

APPROVED BY:

Department Director/Date

Human Resources Director/Date

Job Description Review:

I have read, understand and will comply with the job description for the position of Social Media and Marketing Coordinator – St. Lawrence Seminary. I further understand I may be required to perform job-related duties not outlined in the job description. The above is intended to describe the general nature and level of work performed by people assigned to this position. It is not intended as an exhaustive statement of duties, responsibilities or qualifications. The most recently dated job description on file in Human Resources Department will be considered the official job description.

Employee Signature/Date