

Oblate School of Theology

285 Oblate Drive San Antonio, TX 78265-9432

Ph: (210)341-1366 Web Site:www.ost.edu

JOB OPENING

The Oblate Service Corporation is seeking applicants for **MARKETING AND DIGITAL COMMUNICATION SPECIALIST** position at the Oblate School of Theology (OST). The Oblate School of Theology is a graduate and professional school that provides education in Catholic theology for the church's mission and ministry in the world. An avenue to bring together different cultures, OST educates for mission.

POSITION: **MARKETING AND DIGITAL COMMUNICATION SPECIALIST**

POSITION STATUS: Full-Time, Exempt

SUMMARY: The Marketing and Digital Communications Specialist is responsible for the creation of Oblate School of Theology's marketing and digital media initiatives and for the execution of those initiatives, alongside with the Marketing Coordinator. The Marketing and Digital Communications Specialist serves as marketing resource, responding to and supporting the marketing needs of all programs/departments at OST. Carries out the full range of marketing tasks having to do with both print and digital, such as writing, editing, and preparing ads and publicity materials, videos, and web-based communications in collaboration with OST program directors. Manages design and content of OST Newsletter. Manages OST website content to ensure data is current and accurate. Collaborates with program directors to market programs and recruit students. Works with VP/IA to create alumni relations communications plan. Works with VP/IA to centralize email/ mailing lists used to communicate with donors, alumni, students, continuing education participants, parishes, dioceses, groups using OST facilities and other target audiences. In consultation with the Executive Council at least once annually prior to the start of the fiscal year, creates a marketing plan taking into consideration OST's overall strategic plan to include strategies to: drive online traffic to the OST website, develop and manage digital marketing campaigns and activities, effectively utilize social media, raise brand awareness, evaluate, and use analytics data to improve marketing. Assists in live-streaming special events and Masses. Other duties as assigned

WORK HOURS: 40 hours –flexible – includes some evening and weekend hours

EDUCATION/SKILLS: Bachelor's degree preferred. Minimum two years of experience in marketing/digital media or related field. Experience working in higher education preferred Bilingual skills (English and Spanish) preferred. Excellent graphic design skills. Excellent computer skills: Microsoft Office Suite, Word Press, social media, mobile applications and research and analytical tools. Excellent time management skills. Personable individual with excellent customer service orientation and a sincere commitment to work collaboratively with all constituent groups, including staff, faculty, students, volunteers, donors, program participants, etc. Interpersonal skills with the ability to build consensus using a collaborative style. Commitment to OST's mission, vision, and values. Demonstrated experience developing and implementing marketing strategies as well as developing and implementing creative content. Proven understanding of how to utilize social media and emerging new media. Able to take knowledge and transform it into exciting and useful messages and disseminate those messages to the right audiences through the best distribution channels. Self-directed, highly organized, detail-oriented individual with the ability to work under pressure, meet deadlines and coordinate multiple projects simultaneously

JOB CLOSING DATE: Until filled

Qualified candidates should Visit www.ost.edu to apply under the CAREER OPPORTUNITIES section.

Employee referrals are welcomed.

Oblate Service Corporation and its affiliates are an Equal Opportunity Employer