

Star of the Sea Marketing Position

Summary

The person in charge of marketing at Our Lady Star of the Sea is primarily responsible for the promotion of parish events, via the website, flyers, local advertising, email, banners and social media. This involves frequent updating and management of content on the parish website, design of promotional materials, and spreading the word through additional channels, such as Facebook, Twitter, email, press releases, etc., as needed to help parishioners and the Kitsap community stay in tune with the wonderful opportunities for spiritual growth and Christian fellowship at the parish.

Itemized List of Responsibilities

- Updating the website to keep content current

- Designing...

 - Flyers for bulletin and poster boards

 - Banners and graphics for the website

 - Vinyl outdoor banners

 - Newspaper advertisements

 - Brochures for retreats and other special events

 - Materials of Stewardship campaigns

- Promoting events through the website, Facebook, Twitter, flockNote, Mailchimp, local newspapers and other relevant channels

- Sharing Catholic news via the parish blog and social media sites

- Editing and posting pictures of events

- Writing and distributing press releases

- Creating registration forms for events

- Assisting with new school and youth ministry websites

Minimum Experience Needed

- Event promotion or background in marketing

- Experience with online content management systems (such as Wordpress, Blogger, or Joomla)

- Basic experience with or understanding of HTML

- Graphic design experience for creating web graphics, flyers, banners and other promotional materials

Additional Experience Preferred

Experience with any of the following programs:

Photoshop

InDesign

Publisher

Other design and layout programs

Experience with web design and HTML/CSS coding

Experience with managing web hosting and domains

Experience with social media sites, Facebook and Twitter

Overall tech savviness