

Marketing Coordinator

The Station of the Cross Catholic Media Network

Position Description | October 2022

The **Marketing Coordinator** provides marketing, operational, project management and administrative support. The ideal candidate has well-rounded skills, a strong work ethic, a service orientation, great organizational skills, a friendly and positive demeanor, and a passion for Catholic radio. The Station of the Cross is a non-profit Catholic organization. The Marketing Coordinator is a full-time position based in Buffalo, N.Y.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Develop, implement, and execute successful marketing campaigns.
- Conduct research and surveys to analyze listener preferences and trends.
- Set up a system for tracking marketing activities and outcomes.
- Promote the network in all markets.
- Recruit parish ambassadors and manage ambassador database.
- Coordinate with other organizations, negotiate media trades, participate in and speak at local Catholic conferences and community events.
- Serve as point of contact for receiving and responding to community engagement opportunities.
- Create and manage social media campaigns to help achieve digital marketing goals.
- Conduct research and generate ideas for marketing collateral and work with designer and vendors to produce materials.
- Organize marketing materials, track inventory of materials and coordinate distribution.
- Write and disseminate news releases, monthly newsletter, and e-mails.
- Create documents, presentations, spreadsheets, and other handouts.
- Aid in writing and managing articles, blog postings, and social media communications.
- Schedule and manage meetings.
- Other duties as may be assigned.

QUALIFICATIONS:

- Fidelity to the Church Magisterium.
- Foundational humility and desire to be a sword-bearer for the Catholic Faith.
- Strong interest in mission of Catholic radio.
- Bachelor's degree preferred (minimum Associate's degree).
- 2+ years of marketing, development and/or administrative experience
- Exceptional work ethic.
- Ability and willingness to take ownership of projects until successful completion.
- Goal-oriented with strong initiative and determination to work through challenges to achieve objectives.
- Optimistic, energetic, and service-oriented.
- Outstanding ability to organize data and information.
- Strong attention to detail, accuracy, and quality.
- Excellent interpersonal skills and ability to work collaboratively with others.
- Good oral and written communication skills.
- Proficiency with Microsoft Office and Constant Contact.
- Social media skills, knowledge of data analytics, SEO, Google Adwords (preferred).
- Adaptability to changes in daily duties.
- Ability to travel; valid drivers' license.
- Willingness to work outside normal duties.

The duties and requirements described above are representative of those encountered during performance of the essential functions of this job. Reasonable accommodations may be made to enable qualified individuals with disabilities to perform the essential functions.

To apply, please send a resume **and cover letter** stating interest and qualifications to:

Zach Krajacic
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Williamsville, NY 14221
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