

CONGREGATION OF ST. JOSEPH  
LAGRANGE PARK CENTER  
POSITION DESCRIPTION

**TITLE:** Marketing Coordinator **FLSA:** Exempt

**DEPARTMENT:** The Well Spirituality Center

**REPORTS TO:** Executive Director of The Well

**DESCRIPTION:** In the spirit of hospitality and resonating with The Well's mission of fostering an awakening to our Unity with the Divine, One Another, and all Creation, the Marketing Coordinator position is central to the growth and sustenance of The Well Spirituality Center. This multi-faceted position calls for a blend of talents in the areas of marketing, design and development. The Marketing Coordinator promotes The Well's mission by increasing awareness of its programs, activities and mission. Underlying the required tasks, the position calls for a spirit that is aligned with its mission of fostering an awakening to our Unity with the Divine, One Another, and all Creation, one that is reflected through a commitment to teamwork, professionalism, hospitality and compassion.

**ESSENTIAL FUNCTIONS:**

- Responsible for the promotion of The Well Spirituality Center, a regional spirituality center for the telling of the Sacred Universe story, through promotional videos and power points, social media, general communication (e-blasts), and in person contact.
- Identify and target appropriate audiences/organizations to advertise The Well's activities and increase general attendance and presence through additional website connections.
- Designs and sends out bi-weekly electronic newsletters and the creation and production of weekly updates for parish bulletins.
- Posts on The Well's social media accounts.
- Develops and executes a plan for marketing our DVD's, children's programs and products; developing materials for fundraising support for these projects.
- Networks with related interest groups, other spirituality centers, parishes, wellness centers, etc. (i.e. build relationships to increase our marketing presence).
- Assists with all fundraising activities on behalf of The Well.
- Produces The Well Spirituality Center program book providing creative input for layout, the design and language, flyers and web presence.
- Creates simple flyers, assemble Liturgy aides and /or booklets for special events as needed.
- Writes and designs The Well's Annual report.
- Coordinates printing of all materials with local printer.
- Coordinates with Design Specialist to keep The Well Website current and reflective of all Well activities.
- Publishes zoom recordings, editing recordings if needed and posts them on YouTube.
- Assists with hospitality tasks and other needs on behalf of the general operations of The Well, i.e., registers and checks in program participants as needed.
- Collects and processes cash and credit cards when the Salesforce Associate is unavailable.

### **KNOWLEDGE, SKILLS AND ABILITIES:**

- Excellent written and oral communication skills.
- Creativity and imagination.
- Relationship building skills and experience; holds high priority for building community.
- Familiarity with mission driven not for profit organizations.
- Able to anticipate needs and to work both independently and collaboratively with a team.
- Ability to prioritize tasks in a work environment that requires flexibility.
- Reflects the professionalism, hospitality and compassion that marks the spirit of The Well Spirituality Center to all its constituents, both within and outside of the organization
- Openness to The Well's mission of fostering an awakening to our Unity with the Divine, One Another, and all Creation.

### **EDUCATION AND EXPERIENCE**

- Bachelor's degree
- Marketing degree preferred or 3 years' experience in the field.
- Computer expertise: Publisher (both); Quark (design); Adobe Photoshop (design); In-Design; Microsoft Office; Word Press; Salesforce or database experience helpful
- Basic ability in graphic design and video creation.

### **WORKING CONDITIONS**

- Standard office environment.
- Flexible schedule: some evening and weekend hours as needed.
- Ability to sit for extended periods of time.

### **PHYSICAL ACTIVITY REQUIREMENTS:**

- Engage in normal office activity including lifting up to 25 lbs.
- Able to help with set-ups, moving equipment, walking about facility, using stairs, lifting.