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## Marketing and Communications Officer

(Salary range: \$70,000 – \$75,000)

Located in Chicago, IL

Meadville Lombard Theological School, located in the Loop of Chicago, is currently seeking a full-time Marketing and Communications Officer who will be a key player in the success of the institution.

A graduate theological institution rooted in the Unitarian Universalist tradition, Meadville Lombard is academically rigorous, spiritually grounded, theologically progressive, and deeply committed to teaching and learning for social justice and transformation. Meadville Lombard's innovative education model is a low residency program grounded in service learning and integrated internships.

Students travel to Chicago twice a year for learning convocations and intensives in addition to regular contact with faculty and staff through a variety of technology formats. The successful candidate must have competency in functioning in a multiracial, multicultural, and theologically diverse learning and work environment.

### Job Summary

Reporting to the President, the Marketing and Communications Officer is a full-time 12-month exempt administrative position. The Graphic Designer reports to this position.

The Marketing and Communications Officer, working closely with the Leadership Team and Directors, creates, coordinates, and executes marketing and communications strategies, content, materials, and plans and serves as a communications resource to faculty and staff. This position is responsible for presenting a consistent image and message to support branding, student/course/program/workshop recruitment, fundraising, student and alumni relations, internal/external communications, and special events. This position requires limited travel, including driving on school business.

Responsibilities of this position include but are not limited to:

### Planning & Reporting

- In collaboration with the Leadership Team and Directors, leads the development, coordination, maintenance and execution of marketing and communication strategies and the annual strategic marketing and communications plan.
- Documents and monitors marketing and communications initiatives and evaluates their success using various metrics.
- Manages the marketing and communications budget.

### Marketing & Branding

- Develops and implements the school's brand strategy, messaging, outreach initiatives and campaigns.

- Manages the school's graphic identity to create a consistent look for all communications.
- Identifies opportunities and coordinates the creation of promotional events, marketing channels, and marketing materials.
- Organizes and attends/participates in marketing activities or events to raise brand awareness.

### **Communications**

- Develops and articulates, with input from internal and external constituents, a clear and consistent message about the school's mission and educational offerings.
- Serves as strategic advisor to the President and other senior leaders on marketing, communications, public relations, and publications.
- Creates and drafts effective messaging for marketing, communications, and outreach initiatives (i.e., internal, newsletters, email, print, electronic, web, social media, etc.) in collaboration with the Leadership Team, program managers, outreach directors (e.g., enrollment management, development, lifelong learning) and faculty.
- Manages the production of letters, special mailings, direct mail appeals and newsletters including creating promotional/informational materials and contracting and managing visual vendors (photography/videography).
- Supports Institutional Advancement efforts in the creation and development of effective messaging and communications for donor cultivation, fundraising, and alumni relations.
- Creates, implements, manages, and evaluates advertising, online, and outreach campaigns and messaging.
- Serves as Meadville Lombard's primary liaison on community relations activities.
- Promotes and facilitates public relations and media coverage; serves as chief liaison to the media.
- Manages contact information for email marketing, electronic messaging, and other outreach.

### **Online Communications**

- Manages social media channels, postings, and timely and appropriate responses; cultivates leads through a planned approach.
- Plans, creates, distributes, and schedules engaging written or graphic content in the form of e-newsletters, web page content, blogs, and social media messages.
- Responsible for the development and maintenance of website content and flow; ensures messaging, formats and templates are optimal for recruitment and communication to internal and external audiences.

### **Research**

- Conducts market research to identify opportunities for promotion and growth, peer offerings/positioning/trends, and best practices.
- Conducts surveys of alumni, students, donors and select communities, and maintains a database of key information.

## **Events**

- Leads the planning, marketing, communication, outreach, and execution of event needs (e.g., General Assembly, ML on the Road).

## **Other**

- Serves on and/or contributes to Working Groups, Task Forces, and other committees.
- Performs other duties as regularly assigned.

## **Qualifications**

The Marketing and Communications Officer will possess a bachelor's degree and at least three to five years of progressively responsible experience in a related position, preferably in a higher education environment, or an equivalent combination of education and experience. Supervisory experience is desired but not required. Essential skills must include:

- Exceptional strategic and tactical communications, marketing, knowledge of messaging practices for internal and external communications, public relations, advertising, promotion, and social media skills.
- Must be creative and be able to produce exciting concepts and interesting content.
- Exceptional communication abilities, including writing, grammar, speaking and active listening skills plus a willingness to receive feedback.
- Leadership and interpersonal skills with the ability to build consensus using a collaborative style.
- Budget management and experience in directing multiple projects simultaneously.
- A high-level attention to detail.
- Ability to collaborate with diverse groups of individuals and situations with a high degree of tact and good judgment.
- Demonstrated proficiency with MS Office, Adobe Suite.

The preferred applicant will have a commitment to the importance of theological education and liberal ministry, be well-organized, have strong and effective time management and organizational skills, and be a self-starter. The ability to function as a team player in a fast-paced culture along with dependability, a sense of humor and a good deal of enthusiasm is important.

## **Other Preferred Experiences/Aptitudes**

- An advanced degree.
- Photography skills.
- Experience with donor database software, HTML and CSS.
- Cultural competence with multicultural values and practices in both personal and group interactions.
- A commitment to and ability to articulate progressive ideas and values; ability to communicate effectively about Unitarian Universalism and/or theological education.
- Ability to thrive in a dynamic environment.

Preference will be given to candidates who have knowledge of Unitarian Universalist theology, culture, and practices.

### **HOW TO APPLY**

Meadville Lombard Theological School offers a competitive salary and benefits package, including spouse/partner/family insurance options. Meadville Lombard is an Equal Opportunity Employer and encourages women, persons of color, and persons with disabilities to apply. The school is committed to enriching its educational experience through the diversity of its faculty, administration, and staff.

Interested **applicants should submit a cover letter, resume and diversity statement** (which may include your interpretation of diversity, inclusion, gender equity and must include specific examples of how your educational and/or professional experiences, background/philosophy has prepared you for this role) to Lisa Kopecky, Interim Vice President of Finance and Administration, at [lkopecky@meadville.edu](mailto:lkopecky@meadville.edu). Open until filled; apply by July 21, 2023, for best consideration.

We thank all applicants in advance for their interest, however, **ONLY THOSE CANDIDATES SELECTED FOR AN INTERVIEW WILL BE CONTACTED.**