

## Position Description

created: November 15, 2019

### Organization Summary

The mission of NET Ministries is to challenge young Catholics to love Christ and embrace the life of the Church. NET accomplishes its mission by proclaiming the Gospel of Christ through personal witness of faith, inviting young people to live for Christ, forming young people in Christian character through the study and practice of faith, and equipping youth workers and young adults with the ministry skills needed for evangelization.

### Current Position Information

**Job Title:** Marketing & Communications Administrator

**Department:** Program

**Reports to:** Marketing & Communications Coordinator

**FLSA Status:** NonExempt (hourly)

**Position Type:** Full-time, 35+ hours/week

**Location:** West St. Paul

### Summary of Position

Promote awareness of the work of NET Ministries to key stakeholders and the general public.

### Essential Functions

1. Produce printed materials for all departments of the ministry.
  - Work with key players from each department to develop marketing campaigns
  - Produce quarterly newsletter and other print media pieces as needed
  - Create print and online advertisements for all programs and events
  - Lead proofreader for all external materials
  - Create strong copy for all printed and digital material
2. Assist the Marketing Coordinator with Online Content
  - Build online brand awareness by maintaining a consistent look, feel, and function of site
  - Create written content for all pages of our site
  - Produce up to date analytics for all web traffic
  - Edit and update website as needed
  - Manage Google Adwords
  - Ensure NET's Website is SEO optimized
  - Design event-and program-specific media projects and online forms
  - Creating Ads for social media
3. Work with external contacts to promote the work of NET.
  - Develop press releases and serve as main media contact
  - Further develop relationships with Catholic newspapers, media outlets and promotional contacts.
  - Evaluate which vendors offer the best price and products for NET's needs.
4. Misc.
  - Participate in NET Team training/Mission Staff training events as assigned
5. Other
  - Attend staff meetings and staff events as directed
  - Knowledgeable of all pertinent Employee Handbooks and staff manuals appropriate to the position
  - Other duties as assigned by Supervisor, or Department Director

### Qualifications

Minimum: Bachelor's degree in communications, marketing, or equivalent. 1-2 years experience in web design/development. Experience with proofreading, online content management systems, social media platforms, writing and design. Adept at learning new technologies. Strong verbal, written, and interpersonal communication skills. High level of creative problem solving. Self-starter with a high level of attention to detail. Strong organizational skills with the ability to handle a variety of tasks and priorities simultaneously. Friendly, professional manner. Proficient with Adobe Photoshop, InDesign & Wordpress,. Passionately committed to the mission of NET Ministries.

Software: HTML, Google Analytics, Adobe Photoshop, InDesign, Wordpress, Bluehost.com, MailChimp, G Suite Apps, Facebook Ads Manager.

Preferred: Knowledge of Illustrator, Formstack, and Final Cut Pro. Photography and Videography/Video editing experience

### Physical Requirements

- Must be able to work the required hours per week.
- Able to sit or stand for long periods of time.
- Able to work long hours when the position demands.
- Able to participate in occasional evening and weekend meetings or events as assigned.
- Able to lift up to 25 lbs (office materials, etc.) using proper techniques.
- Able to operate keyboard in a safe and proficient manner.
- Able to operate a phone in a safe and proficient manner.
- Must be able to travel via airplane and/or automobile if required.

### Organization Chart Information

Supervisor/Manager: Nikolai Medow

Besides Supervisor, also receives work direction from: \_Matt Reiswig

Direct Reports: None

Besides Direct Reports, also gives work direction to:

Peers:

### Supervisory Information

Checked items indicate responsibilities of this position in supervising other employees.

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| <ul style="list-style-type: none"><li>_ Assign work, give direction, answer questions</li><li>_ Conduct performance evaluations/reviews</li><li>_ Hire/promote/Terminate employees</li><li>_ Hire/promote/Terminate mission staff volunteers.</li><li>_ Formally discipline employees</li><li>_ Determine pay level/authorize pay increases</li></ul> | <ul style="list-style-type: none"><li>_ Set work schedules/assignments</li><li>_ Review and approve employees' work</li><li>_ Instruct and train employees</li><li>_ Develop/manage department/program budget</li><li>_ Manage contractor/vendor assignments/contracts</li><li>_ Manage volunteers</li></ul> |
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### Additional Information

Will be required to work some evenings and weekend hours to fulfill responsibilities.  
The responsibilities of position require the work to be accomplished primarily on-site at the NET Center.  
Must be able to travel for work when required.