



Marketing Coordinator

Location: Donnelly College, Kansas City, Kan.

Full/Part Time: Full-time

Exempt/Non-Exempt: Exempt

Position Reports to: Director of Advancement

About Donnelly College

Donnelly College, located in the heart of Kansas City, Kansas, is an independent, coeducational, Catholic institution founded by the Benedictine Sisters of Mount St. Scholastica and sponsored by the Archdiocese of Kansas City in Kansas. The college was established in 1949 to meet the needs of urban immigrants and the working class, with special focus on "those who might not otherwise be served." Today, Donnelly continues that tradition by providing access and affordable education within a culture that promotes student success and by serving as the region's only federally designated Minority Serving Institution and Hispanic Serving Institution. Our community is proud of the rich racial and ethnic diversity of our students, staff and faculty and how that diversity supports our learning environment. Through a strong general education curriculum integrated with career-oriented majors, Donnelly College offers programs leading to bachelor and associate degrees and certificates. Donnelly College also operates a fully accredited campus at the Lansing Correctional Facility that offers an Associate of Arts degree. To find out more, please visit www.donnelly.edu.

Job Summary

Donnelly College is looking for a creative, driven Marketing Coordinator to join the College's Advancement team. The Marketing Coordinator is responsible for maintaining and increasing awareness of the Donnelly College brand. From public relations to social media to advertising and media relations, this position leads all marketing efforts for Donnelly.

Responsibilities

- As part of the Advancement team, responsible for coordinating and leading all marketing and public relations efforts for Donnelly College as well as building and maintaining its brand.
- Develop and implement an external marketing strategy to raise awareness of Donnelly and strengthen its Catholic identity.
- Develop a strategy to increase Donnelly's social media tactics, aimed at cultivating prospective new students, current students, alumni, community members, and more.
- Generate coverage of Donnelly within the press, in part by writing and publicizing press releases on Donnelly events, news and happenings.
- Build solid relationships with key members of the media, both local and national.
- Coordinate all new and updated content on the College's official website, donnelly.edu.
- Creating an advertising plan that aligns with Donnelly's enrollment and fundraising schedules.
- Serve as editor and writer of the College's external magazine, the Donnelly Digest.
- Work with the Admissions team to collaborate on projects geared toward increased enrollment and retention, as well as other departments as needed to create new and/or updated promotional materials.
- Provide regular updates on progress to the Director of Advancement.
- Maintain an organized schedule of marketing activities.
- Establish and lead a marketing advisory council, and leading quarterly meetings with its members.
- Serve as a member of President's Council.
- Manage the Marketing budgets.
- Work directly with Creative Coordinator/graphic designer.

Qualifications

- Bachelor's degree in marketing, communications or journalism. Preference given to persons with a related master's degree, bilingual skills, professional marketing and/or experience at an academic institution.
- Excellent written and verbal communication skills. Previous published writing experiences required.
- Ability to manage one's time to creatively complete simultaneous projects in a fast-paced environment.
- Experience using Microsoft Office required. Experience with Adobe and web design software preferred.

How to Apply

Please e-mail your cover letter, resume, and three writing samples to hr@donnelly.edu with "Marketing Coordinator Applicant" in the subject line.