



Benilde-St. Margaret's

Job Description

Position title Marketing and Communications Manager	Reports to (Title) Director of Marketing and Communications
FLSA Status ☒ Exempt ☐ Non-exempt	☒ Full time ☐ Part-time ☐ %
Position overview: The Marketing and Communications Manager supports Benilde-St. Margaret's strategic marketing, communications, and enrollment objectives through the planning, execution, and management of integrated marketing initiatives. Working as part of a two-person team, this individual helps develop and implement marketing campaigns that strengthen brand awareness, support student enrollment, engage current families, alumni, donors, and community stakeholders, and advance the mission of the school. This role combines marketing strategy, campaign execution, project management, and communications coordination across multiple channels including email, website, social media, digital advertising, print, and public relations. The ideal candidate is a well-rounded marketer who understands audience development, messaging, brand stewardship, and multi-channel campaign execution, while also possessing the organizational skills necessary to manage multiple projects simultaneously. Application Instructions: Please send a resume, cover letter, and relevant work samples demonstrating marketing campaign execution, writing, communications, or digital marketing experience. Applications without samples may not be considered.	
Responsibilities to BSM as a Catholic School: It is not an essential prerequisite that all employees of Benilde-St. Margaret's be Catholic. However, all employees are expected to respect the teachings of the Church and support – in word and in action – the mission and philosophy of the school.	
Primary Duties: <i>Marketing Strategy & Campaign Execution</i> - Assist in the development and execution of integrated marketing campaigns supporting enrollment, advancement, summer programs, academic initiatives, and other strategic school priorities. - Collaborate with the Director of Marketing & Communications to develop audience-focused messaging, campaign strategies, and marketing plans. - Execute multi-channel campaigns across email, website, social media, digital advertising, print, and other communication channels.	



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- Coordinate campaign schedules, deliverables, assets, and stakeholder approvals to ensure projects are completed on time and aligned with strategic goals.
- Track campaign performance and provide recommendations for continuous improvement.

Website & Digital Marketing

- Manage and maintain BSMSchool.org, ensuring content remains accurate, current, engaging, and aligned with brand standards.
- Coordinate website updates, landing page creation, and content optimization efforts.
- Support SEO, website analytics, and digital marketing initiatives.
- Manage email marketing campaigns, including audience segmentation, deployment, reporting, and optimization.

Communications & Content Development

- Write, edit, and proofread marketing and communications materials including website content, newsletters, emails, promotional collateral, news stories, press releases, and other communications.
- Manage creation and distribution of recurring communications, including the weekly parent newsletter.
- Support storytelling efforts by identifying and developing compelling student, faculty, alumni, and school stories.
- Serve as contributor of BSM's alumni magazine, Crown & Shield, including content planning, collection, editing, production, and distribution.

Social Media & Brand Management

- Lead social media planning and execution across platforms to support school priorities and increase audience engagement.
- Monitor social media performance and analytics and recommend adjustments based on results.
- Help ensure consistent application of BSM's brand standards across marketing and communications materials.



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Project & Vendor Management

- Manage multiple concurrent marketing projects and priorities while maintaining clear timelines and communication.
- Coordinate with internal stakeholders, external vendors, agencies, freelancers, and production partners to execute marketing initiatives.
- Assist in maintaining annual marketing calendars, campaign schedules, and communications plans.
- Support the prioritization and management of incoming marketing requests from departments throughout the school.

Additional Responsibilities:

- Support marketing and communications efforts for Advancement initiatives, including fundraising campaigns, alumni engagement, donor communications, and special events.
- Assist with internal communications that keep faculty and staff informed of school initiatives and marketing efforts.
- Support photography, video, and visual content creation efforts as needed.
- Other duties as assigned.

Skills and Characteristics

- Strong understanding of marketing principles, audience development, brand management, and campaign execution.
- Demonstrated experience managing multi-channel marketing campaigns.
- Strong project management and organizational skills with the ability to manage multiple priorities simultaneously.
- Excellent written and verbal communication skills.
- Strong copywriting, editing, and proofreading abilities.
- Service-oriented mindset with the ability to collaborate effectively across departments and stakeholder groups.
- Analytical thinker who can interpret campaign and digital performance data.
- Proactive, professional, collaborative team player.
- Strong attention to detail and commitment to quality.
- Ability to work independently while managing competing priorities.
- Excellent interpersonal, communication, and relationship-building skills.



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Education / Experience

- Bachelor's degree preferred in Marketing, Communications, Journalism, Public Relations, Business, or a related field.
- Ideally 4-7 years of relevant professional experience in marketing, communications, campaign management, or related fields.
- Demonstrated experience executing integrated marketing campaigns across multiple channels.
- Experience managing websites, email marketing platforms, and digital marketing initiatives.
- Experience working with external vendors, agencies, or creative partners preferred.

Preferred Skills

- Website/CMS experience, preferably Finalsite or similar platforms.
- Email marketing platform experience.
- Knowledge of SEO, digital marketing, and marketing analytics.
- Social media management experience.
- Basic graphic design skills and familiarity with Adobe Creative Suite.
- Photography and/or video production experience is a plus but not required.
- Knowledge of Google Workspace and Microsoft Office.
- Familiarity with CRM, enrollment, fundraising, or database systems is preferred

Numbers and Job Titles Reporting Directly to This Position

N/A

Completed by:

Reviewed by:

Employee

Supervisor

Date

Date



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Job Demands and Conditions Analysis

Position Title: Marketing Manager

Department: Marketing

Check the appropriate frequency column for all requirements that apply to the essential functions of the job being described.

O = Occasional, less than 1 time per week

S = Some, less than 1/3 of the time

F = Frequent, from 1/3 to 2/3rds of the time

C = Consistent, more than 2/3rds of the time

Blank = not required

PHYSICAL REQUIREMENTS	O	S	F	C		ENVIRONMENTAL REQUIREMENTS	O	S	F	C
Sitting				X		Works alone		X		
Standing		X				Works with others				X
Walking		X				Customers contact			X	
Lifting	X					Shift work	X			
Carrying		X				Extended day		X		
Pushing	X					Cold				
Bending at waist	X					Heat				
Twisting upper body		X				Temperature changes				
Climbing		X				Wet	X			
Balancing	X					Humid	X			
Kneeling	X					Noise	X			
Crouching		X				Confined area	X			
Crawling	X					High places				
Reaching		X				Work outdoors	X			
Working with hands				X		Work indoors				X
Working with fingers				X		Mechanical hazards	X			
Talking				X		Electrical hazards	X			
Hearing				X		Explosive materials	X			
Vision acuity - near				X		Fumes	X			
Vision acuity - far				X		Odors	X			
Depth perception				X		Dusts	X			
Field of vision			X			Mists	X			
Color vision				X		Gasses	X			
Driving	X					Poor ventilation				