

St. Ursula School

Development and Marketing Coordinator

Background:

Saint Ursula Catholic School is a collaborative elementary school in the Archdiocese of Baltimore located in Parkville, Maryland. The School has been in operation for over 75 years and has a current enrollment of 611 students. Students attending the school come from Baltimore and Harford Counties and Baltimore City. The position of Development and Marketing Coordinator is a new part-time position within the school and reports directly to the Principal. Compensation is negotiable and based on experience and education.

Position Summary:

The Development and Marketing Coordinator is responsible for increasing financial support; enhancing enrollment and implementing a successful marketing plan. Duties include, but are not limited to:

- Identifying grant opportunities and submitting applications;
- Developing and soliciting major gifts, memorials and other donations;
- Establishing an active alumni association;
- Implementing strategies to recruit new students and retain current ones;
- Publicizing school achievements and activities; and
- Establishing a successful marketing plan that comports with the School Board's Strategic Plan.

Required Education/Experience/Skills:

The successful candidate will have the following:

- A Bachelor's Degree in Marketing, Communications, Education or a related field;
- Three or more years of experience in marketing and/or development (preferably for a non-profit or educational institution);
- Excellent writing, verbal and interpersonal skills;
- Demonstrated organization and project management skills;
- Proficient in Microsoft Office and Marketing software;
- Strong and demonstrated commitment to Catholic education; and
- Ability to develop good working relationships with key staff and volunteers.

Response

Interested parties should mail a cover letter with resume, contact information for professional references and salary requirements to: St. Ursula School Search Group; 8900 Harford Rd.; Parkville, MD; 21234