



Position: Marketing and Communications Associate (MCA)

FTE/FLSA: 1 Full-Time – Non-Exempt (Hourly) Position

Supervisor: President

About Billings Catholic Schools Foundation: The Billings Catholic Schools Foundation (BCSF) serves as the philanthropic arm of the Billings Catholic Schools (BCS) and the BCS community. Formerly known as the Billings Area Catholic Education Trust (BACET), the BCS Foundation develops resources to benefit BCS, its programs, facilities, and those it serves through fundraising and investment in endowment and other assets.

Position Description: The MCA will drive the design, production, and implementation of content for effective and wholistic donor communication through a variety of communication types (e.g. written, video, photo, auditory, graphic) and channels (e.g. mailings, emails, events, social & traditional media). The MCA will design communications with the goals of acquiring new donors, retaining existing donors, and increasing donor giving through effective story telling of BCS, the BCS Foundation, and those it serves (e.g. students, parents, alumni, and donors). The successful employee will understand excellent donor communications, technical expertise to implement communications, passion for the Billings Catholic Schools and community, contribute to a positive work culture, and have knowledge of and comfort with the Catholic faith and its adherents.

Position Location: Billings, Montana

Areas of Responsibility:

Content Production and Management:

- Designs high-quality written and visual content and distributes across all platforms including and when applicable: print, website, e-mail, social media, traditional media, and any other applicable media.
- Ensures branding with a consistent look, style, and feel across communications.
- Interview's students, donors, alumni, teachers, staff, and other BCS community members to design compelling content.
- Oversee vendor relations to ensure quality, cost, and timeliness of delivered product.
- Provides copy writing and editing on an as needed basis for other communications (e.g. grants, board reports, agreements, etc.)



Print Materials:

- Writes content for, designs, and produces appeals, newsletters, mailings, and other outward-facing donor communications used to solicit donations, express gratitude, and tell engaging BCS stories.
- Develops and oversees the design of marketing materials, including brochures, posters, flyers, invitations, post-cards, promotional materials.

Social Media:

- Serves as the main administrator and manager of all social media accounts.
- Cultivates engaging, meaningful, mission-oriented donor content for social media networks on a regular basis.
- Implements marketing campaigns via social media.
- Implements strategies to grow followers and increase engagement.

Website:

- Serves as the primary manager of the BCS Foundation's website.
- Creates fresh, engaging, accurate website content on a consistent basis.
- Conducts website analysis.

E-mail Marketing:

- Builds and manages the e-mail database.
- Develops strategies, writes copy, designs, and edits regular e-communications.

Events:

- Assists with the development and design of event communications.
- Assists in the solicitation of event sponsorships.
- Assist with event before, during, and after the event.

Development/Fundraising:

- Assists in the planning, development, and implementation of donor communications throughout the year
- Design's communications that will grow the active donor base by acquiring new and retaining existing donors.
- Develops communications that elicit growth in a donor's participation and giving.
- Designs targeted communications through strategic segmentation of constituencies including alumni, regular, mid, and major donors, friends, parents, and other constituencies.



Donor Stewardship

- Develops and maintains a timely and progressive donor stewardship program.
- Designs and sends a fresh, up-to-date donor thank you and charitable donation receipt.

Administration

- Input's donations and revenue into appropriate data systems in a timely, accurate manner.
- Oversees receivables including payment of pledges, sponsorships, etc.
- Responsible for the donor database, ensuring its accuracy and pulling reports and lists.

Additional Responsibilities:

- Assumes additional responsibilities as assigned by the Foundation President.

The above statements are intended to describe the general nature and level of performance expected in this position. They are not intended to be construed as an exhaustive list of all duties and skills required.

Skills/Abilities for Accomplishment:

- Excellent interpersonal skills, the capacity to successfully develop and manage authentic relationships, and contribute to a positive, optimistic, and faith-oriented work culture.
- Adherence to the ethical standards of fundraising as described by the Association of Fundraising Professionals.
- Professional and friendly demeanor.
- Demonstrated intermediate design skills with various media (e.g. print, photos, video, web, other).
- Demonstrated skill and proficiency in writing.
- Attention to detail, commitment to accuracy, and ability to produce high-quality work within time constraints.
- Proficiency in software applications, including MS Office Suite, basic web design, Adobe Suite, CRM and Finance data systems, with abilities to quickly learn new and updated applications packages.

Qualifications:

- Bachelor's degree in marketing, communications, or a related field.
- Other combinations of education and related experience will be evaluated on an individual basis.
- Passionate belief in the importance of Catholic/Christian education.



- Knowledge and comfort with the Catholic faith and its adherents, school system, and work environment.

Work Environment and Physical Demands:

- Must be able to work within a Catholic faith-based environment.
- Must be able to work within time-constraints.
- Must be able to work independently.
- Must be able to operate office equipment such as computers, telephones, and copy machines and work with manual files systems and perform computer work for extended periods of time.
- Must be able to work, from time-to-time, nights, weekends, overtime, and travel if needed.
- Ability to lift/push/pull 25 pounds.
- Compliance with the Safe and Sacred program (training will be provided)

Salary and Benefits:

Salary range is \$16 to \$20 per hour, depending on experience and education. Benefits include medical, dental, vision insurance with employer sponsored health insurance plan, beginning the first of the month after the start date. Employer sponsored life and AD&D with optional voluntary coverages. AFLAC Voluntary Plans. 403(b) retirement savings plan with employer contribution. Paid holidays, vacation, and sick leave according to the employee handbook. Tuition remission for children to attend Billings Catholic Schools (excludes fees and other service charges).

To Apply:

Interested candidates should submit a cover letter, resume, and three references to info@billingscatholicschoolsfoundation.org. The position is open until filled. Initial application reviews will begin November 15; with interviews following shortly thereafter.