

OUR LADY OF MERCY



Part-Time Marketing Specialist/Writer (20 hours per week)

Our Lady of Mercy School for Young Women is the only college preparatory, faith-based private school, exclusively for young women in the Rochester region. We welcome all girls entering grades six through 12 — inclusive of all incomes, races, and faith affiliations — who are seeking an alternative to public school or who wish to continue to pursue a faith-based education. Mercy builds life-changing **competence**, **confidence**, and **compassion** that prepares and inspires young women to achieve the highest level of success in college, in career, and in the community.

Job Summary: The part-time (20 hours per week) Marketing Specialist/Writer is a performance-driven professional with a proven track record in marketing, writing, and communications who will support Mercy's external affairs functions. Position reports to the VP for External Affairs and assists with marketing, public relations, branding, strategic positioning, and constituent communications of the school. Heavy emphasis on writing a wide variety of collateral, including press releases, magazine articles, emails, speeches, constituent letters, website content, social media posts, and more.

Job Title: Marketing Specialist/Writer

Job Family: Staff

Department: External Affairs

Reports To: VP for External Affairs

Part-time 20 hours per week

Nonexempt

Essential Duties and Responsibilities:

- Work alongside the Vice President for External Affairs on a multitude of projects related to the marketing and communications, public relations, advertising, and branding of Mercy.
- Assist with the development of Mercy's digital and printed collateral materials (Advancement, Admissions, and others).
- Serves as primary writer for a multitude of academic and business collateral and communications within compressed timeframes. Includes, but not limited to, press releases, magazine articles, emails, speeches, constituent letters, website content, and social media posts.
- Responds to requests from Mercy's academic-side faculty/staff as well as business-side staff related to marketing and communications needs.
- Other duties as assigned.

Education and/or Work Experience Requirements:

- Bachelor's Degree in related field
- Five years of professional experience in marketing, communications, sales, or equivalent.
- Proven extensive writing ability for a wide variety of internal and external communications pieces and audiences.

Skills Required

- Superb proficiency in research and writing a multitude of communications and collateral pieces to a variety of audiences and mediums. An extensive portfolio of writing examples is required prior to scheduling a job interview.
- Exemplary communication skills.
- Proficiency with Microsoft Office (Word, PowerPoint, etc.) and Google (Drive, Docs, Sheets, etc.) applications.
- Possess a high level of integrity, warmth, confidence, a positive outlook, and a strong work ethic.
- Ability to interact effectively and earn the respect of all the constituencies of the school community including the administration, staff, faculty, the Board of Trustees, alumnae, parents, and friends of the school.

Other Position Requirements (in accordance with ADA requirements):

Sensory: Able to read fine print in written documents and use visual discrimination in reading documents, including color discrimination. Distinguish normal sounds with some background noise, as in answering telephones, etc. Able to speak clearly and make self-understood while also understanding others using the English language.

Reasoning/Cognitive Ability: Frequent need to understand and communicate concepts behind specific ideas and the theories behind several related concepts. Must be able to frequently remember multiple tasks/assignments given to self and others over long periods of time with frequent interruptions. Must be able to continue work started another individual.

Environmental Conditions: Functions in a general office environment under normal conditions.

Equipment: Ability to operate personal computers and standard office equipment.

Mathematical Skills: Ability to calculate figures and to apply concepts of basic math.

Language Skills: Ability to read and interpret documents such as safety rules, operating and maintenance instructions and procedure manuals. Ability to write reports of moderate complexity and general correspondence.

Physical: Stamina able to push, pull, lift or carry objects up to fifty pounds. Perform moderately difficult motor skills such as operating computer keyboard. Frequently walk, stand, and sit for prolonged periods of time.

Print Employee Name:

Employee signature:

Date:

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