



Catholic Diocese of Evansville
Catholic Schools Office
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Web Address: www.evdio.org

School Name: [Washington Catholic Middle/High](#)

Contact Name: [Karie Craney](#)

Contact Phone Number: [812-254-2050 Ext. 1315](#)

Contact Email: kcraney@evdio.org

Date Posted: [5/10/2023](#)

Date Closed: [Until Filled](#)

Job Type: [Non Certified](#)

Employment Type: [Part-Time](#)

Title/Position: [Other](#)

Grade Level/Subject Area:

Start Date: [6/1/2023](#)

Job Description/Responsibilities:

Director of Marketing

The Director of Marketing acts as the key marketing leader of the organization. The position reports directly to the school administration and pastor (administration team). The Director of Marketing will also report at the school council meetings. In collaboration with the administration team, the position will help in the implementation of the strategic plan for the Washington Catholic Schools.

RESPONSIBILITIES:

Oversee Marketing Efforts

Propose, plan, and execute means of improving student enrollment and retention.

Develop a marketing message to effectively communicate the value of a Washington Catholic education.

Increase awareness of the Indiana School Choice Program and the affordability of Washington Catholic schools, targeting both Catholic and non-Catholic students within a 30-mile radius.

In conjunction with the Director of Enrollment, develop ways to track and report on enrollment and retention metrics to the administration team and school council.

Develop and communicate with all marketing partners in the area.

Develop external communications in conjunction with school administration.

Facilitate, monitor, and respond to web traffic and social media presence.

Work with the School Council to Fulfill the Mission of Washington Catholic Schools

Provide input on the organization's mission as defined by the administration team and School Council.

Responsible for communicating effectively with the administration team and the school council.

Provide marketing feedback and public perception information to the administration team and school council.

Recommend and develop priorities relevant to marketing and measure progress.

Report to and work with the administration team and the school council in policy decisions.

Oversee Feedback

With the administration team and the school council, develop a plan to address all community feedback.

Obtain teacher, student and parent feedback throughout the year via a variety of channels, for example written surveys, personal interviews, and focus groups.

Assist with Financial Viability & Overall Operations Efficiency

Assist with donor list development and grant-writing.

Assist administration team and finance council in developing the annual marketing budget.

Help establish efficient processes for marketing, communication, and other functions in collaboration with administration team and other school staff.

Qualifications:

Marketing experience nice but not required.

Additional Instructions:

Please send cover letter and resume to kcraney@evdio.org.

Application Instructions:

Thank you for your interest in working for the Catholic Schools of the Diocese of Evansville. Please email a letter of interest and completed application packet to the Catholic Schools Office at csso@evdio.org.

Application Packets can be downloaded from the Diocese of Evansville website.

Certified Teacher Application <http://www.evdio.org/certified-employee-application-instructions.html>

Non Certified Application <http://www.evdio.org/non-certified-employee-application-instructions.html>

Bus Driver Application <http://www.evdio.org/bus-driver-employee-application-instructions.html>