

ARCHDIOCESE OF CINCINNATI POSITION DESCRIPTION

POSITION TITLE: Director of Marketing & Communications

EFFECTIVE DATE: 01/2026

DEPARTMENT: Educational Services

LEVEL:

POSITION SUMMARY:

The Director of Marketing & Communications leads the strategy, implementation, and coaching related to Catholic school marketing, resource development, and communication across the Archdiocese of Cincinnati. This individual manages communication projects, both print and digital, of the Catholic Schools Office in collaboration with other team members and the archdiocesan Office of Communication. This includes creating and implementing a comprehensive marketing strategy, in addition to performing day-to-day maintenance of social media, websites, and communication platforms. The position also provides a variety of supports to Catholic school leaders.

The Director must be a model of professional conduct and represent the Archdiocese of Cincinnati with honesty and integrity.

CREDENTIALS & EXPERIENCE

This position requires a detail-oriented strategic leader with a strong commitment to Catholic education. It requires excellent written and verbal communication skills, as well as the ability to relate to school leaders with a wide range of marketing and communication competencies. The director must be proficient in modern forms of media and social media platforms, as well as possess an aptitude to adapt and learn new software and technologies. A bachelor's degree in marketing or communications with relevant experience in a school setting is preferred.

The preferred candidate will be a practicing Catholic in good standing with a strong working knowledge of the Catholic Church. This individual must have passion for the Catholic faith, education, and a desire to share the Good News.

REPORTS TO: Deputy Superintendent for Operational Vitality

DUTIES & RESPONSIBILITIES:

- 1.* Develops and implements a comprehensive marketing strategy to support the strategic initiatives of the Catholic Schools Office.
- 2.* Maintains the social media presence of the Catholic Schools Office, providing content that promotes the benefits of Catholic Schools in the Archdiocese of Cincinnati.
3. Designs and edits communications from the Catholic Schools Office to school leaders.
- 4.* Optimizes and manages CatholicBestChoice.org and CSO digital resources.
- 5.* Assists schools in communications, marketing strategy, and in collaboration with the Archdiocese Stewardship & Giving Department, assist with planning for Days of Giving, Annual Funds, CEF-SGO gifts, and other fundraising initiatives.
- 6.* Promotes Catholic high schools through the design, publication, and distribution of the annual Archdiocese of Cincinnati Catholic High School Guide.
7. Collaborates with members of the Catholic Schools Office to create material and strategy for recruiting Catholic school teachers.
8. Creates graphic and visual design pieces for in-house marketing materials and newsletters.

9. Fosters relationships with third party marketing and advertising vendors for the Catholic Schools Office.
10. Works with the Pastoral Center's Communications Department and other related departments to ensure alignment with the goals of the Archdiocese of Cincinnati.
- 11.* Advises, assists, and coaches school and parish leaders in best practices of Catholic school marketing, communications, and donor relations.
- 12.* Other duties as assigned by the Superintendent of Catholic Schools.

***DENOTES ESSENTIAL FUNCTIONS OF POSITION**

SUPERVISION RECEIVED:

Works under the direction of the Deputy Superintendent for Operational Vitality

SUPERVISION EXERCISED:

TERMS OF EMPLOYMENT:	Salary	7 hours/day	35 hours/week
	260 Days	12 months	

ORGANIZATIONAL RESPONSIBILITY:

Employees of the Pastoral Center of the Archdiocese of Cincinnati will have knowledge of the Catholic faith, a willingness to work for a Catholic, faith-based agency and adhere to the policies of the Archdiocese of Cincinnati. Employees will not publicly oppose the teachings of the Catholic faith nor publicly advocate for any position in conflict with Catholic teaching, or the specific positions of the Archdiocese of Cincinnati or the United States Conference of Catholic Bishops. This requirement includes any public speech, demonstration or writing including the use of social media or other digital technologies.

Employee Signature

Printed Name

Date

Supervisor Signature

Printed Name

Date