

**Sacred Heart of Jesus Catholic Church and St. Cecilia School**  
**200 / 302 W. Main St.**  
**Broussard, LA 70518**

**Title:** Marketing Specialist  
**Position Reports To:** Marketing and Advancement Director  
**Hours:** 40 hours per week  
**Status:** Exempt

**Background:**

The Marketing Specialist must have a mature, personal spiritual life that is grounded in prayer, frequent reception of the Sacraments and personal moral behavior that would serve as a strong example to the community and embody our core values. The main responsibilities are to compile and compose content for St. Cecilia School and Sacred Heart Parish for various forms of communication. Graphic design, some photography and live stream are also components of this position.

**Marketing:**

*Aids in the overall marketing plan including but not limited to:*

- Produces print and digital graphics to aid in marketing efforts
- Designs, and when requested, templatizes marketing efforts making them scalable to execute by others
- Produces and manages social media accounts
- Design, produce and edit multimedia (e.g. videos, assets with animation/motion) and graphic content on a variety of online platforms (e.g. display, social, blog/website, email, print)
- Responsible for the design and maintenance of the Sacred Heart and St. Cecilia websites
- Posts audio recordings in spaces accessible to the public
- Aids in market research to identify trends, competitors, and demographics
- Evaluates key performance indicators and provides recommendations
- Aids in marketing activities such as event planning, advertising, optimization, and content development

**Skills and Qualifications**

- Faith-filled, Holy Spirit driven, self-motivated, imaginative, energetic and reliable
- Knowledge of Microsoft Office Applications (Word, Excel, PowerPoint, Outlook), Google Suite and Adobe Creative Suite.
- Ability to work in a team environment

**Requirements**

- Demonstrate excellent oral/written communication and interpersonal skills
- Must participate in, implement, promote, and enforce mandatory Diocesan Safe Environment requirement(s) for volunteers and youth
- Must adhere to personnel practices of the Diocese of Lafayette and applicable parish policies and procedures
- Must have initiative and sound judgment regarding overall impression communicated when meeting with parish leaders (accounting for time, place)
- Must be sensitive to the needs of parishioners
- Must maintain confidentiality of sensitive/personal information
- Must be able to work independently, with minimal supervision and frequent interruptions
- Must be available to work nights and weekends as required
- Ability to lift 50 lbs.
- Dedication to the community of Sacred Heart/St. Cecilia and the Catholic Church by participating in liturgical celebrations, prayer, and service of parish