



Marketing & Development Specialist Job Description

Position: Marketing & Development Specialist

Reports to: Director of Operations

FLSA Status: Exempt, Full-Time

Position Summary

The Marketing & Development Specialist supports the mission and vision of St. Anthony of Padua Parish and Schools by actively executing marketing, communications, and development initiatives while growing into increasing levels of responsibility and leadership. Creating meaningful connections and building relationships which support St. Anthony Parish and School endeavors will be an essential part of this position. Working closely with the Director of Operations, this role is designed as both a high-impact execution position and a leadership development opportunity.

This position plays a key role in carrying forward the vision of the parish and schools, managing projects, and ensuring operational excellence across campaigns and events. Over time, the Marketing & Development Specialist will be entrusted with greater ownership of initiatives, strategic input, and independent management of key areas within marketing and development, contributing to the long-term sustainability and growth of the parish and school mission.

Key Responsibilities

Marketing & Communications

- Support the execution of parish and school marketing and communications initiatives across digital, print, and in-person platforms.
- Assist with website updates, social media content creation and scheduling, digital announcements, newsletters, and print materials.
- Help maintain brand consistency across all communications, reflecting Catholic values and the mission of the parish and schools.
- Coordinate logistics for marketing campaigns related to stewardship, events, and school enrollment.
- Track basic analytics and engagement metrics to evaluate marketing effectiveness.

Development & Stewardship

- Provide administrative input and organizational support for development efforts including the Annual Fund, fundraising events, campaigns and appeals, and donor communication.



- Foster a culture of gratitude and philanthropy among parishioners, parents, alumni, and the broader Catholic community.
- Oversee donor acknowledgements and stewardship communications.
- Oversee event planning and champion volunteers in leadership roles for fundraising and stewardship events such as the Parish Picnic and other mission-driven gatherings.
- Maintain accurate donor and constituent records within our CRM software.

Enrollment & Engagement

- Assist with marketing and outreach efforts that support school enrollment, admissions events, and re-enrollment initiatives.
- Help coordinate communications and materials for prospective families, parishioners, alumni, and community partners.
- Support engagement initiatives that strengthen connections between parish life, school families, and alumni.
- Cultivate and steward relationships with alumni to strengthen lifelong connection to the parish and school and encourage ongoing engagement and philanthropic support.

Collaboration, Leadership Development & Operations

- Work closely with the Director of Operations to align day-to-day efforts with long-term priorities and measurable outcomes.
- Take ownership of designated projects and initiatives, managing timelines, deliverables, and communication among internal teams and external partners.
- Gradually assume increased responsibility for campaign management, vendor coordination, and stakeholder communication as capacity and experience grow.
- Contribute ideas and strategic insight to strengthen marketing effectiveness, donor engagement, and enrollment growth.
- Coordinate with vendors, volunteers, and external partners as needed to support marketing and development initiatives.
- Assist with department organization, calendars, timelines, and project tracking while developing strong project management skills.



- Ensure compliance with diocesan policies and ethical standards in communications and fundraising.

Qualifications

- Supportive of and respectful toward the Catholic mission, vision, and values of St. Anthony of Padua Parish and Schools. Practicing Catholic preferred.
- Bachelor's degree in Marketing, Communications, Business, Nonprofit Management or related field required.
- 1-3 years of experience in marketing, communications, development, or a related role; experience in a nonprofit, faith-based or educational setting is a plus.
- Strong written, verbal, and interpersonal communication skills.
- Proficiency with digital tools including social media platforms, content management systems, and basic design or email marketing tools.
- Highly organized with strong attention to detail and the ability to manage multiple projects simultaneously.

Personal Attributes

- Mission-driven and service-minded.
- High-capacity emerging leader with a demonstrated desire to grow in strategic responsibility, decision-making authority, and organizational impact.
- Collaborative team player with a positive and professional demeanor.
- Creative, adaptable, and eager to learn.
- Reliable, organized, and proactive in supporting department goals while seeking opportunities to lead initiatives independently.

Compensation and Benefits

Competitive salary commensurate with experience, along with a comprehensive benefits package that includes health insurance, retirement plan, and tuition discount opportunities, consistent with parish and school policies.