



JOB DESCRIPTION St. Anthony Shrine

Job Title: Digital Marketing Assistant

Department: Marketing

Reports to: Internal Operations Manager

Location: St. Anthony Shrine
100 Arch Street
Boston, MA 02110

FLSA Status: Part-Time, Non-Exempt

Prepared Date: October 22, 2019

Approved by: Fr. Tom Conway, OFM

SUMMARY

St. Anthony Shrine is a *prophetic Franciscan Catholic community welcoming all people through prayer and outreach*. It is the responsibility of the Digital Marketing Assistant to work in accordance with this Mission.

St. Anthony Shrine, the “Church on Arch Street” is a center for Roman Catholic ministries in Boston, MA, staffed by the Franciscan friars of Holy Name Province. The central focus of the Shrine’s ministry has remained constant for 70 years: providing a convenient and prayerful setting for people desiring to praise and worship our God – currently through 38 Masses per week, as well as an extensive schedule for the Sacrament of Reconciliation. The Shrine also has approximately 30 outreach and evangelical ministries.

All are welcome. St. Anthony Shrine serves a diverse population in both corporal and spiritual ministries.

The Digital Marketing Assistant reports to the Internal Operations.

DESCRIPTION

At St. Anthony Shrine, we're committed to creating lasting relationships - within the organization and outside of it. We are looking for self-motivated and energetic person with a commitment to excellence. This part-time position will be 1-2 days (8-16 hours) per week.

St. Anthony Shrine is focusing our selection on people who not only stand out in a classroom or work setting, but who take pride in their work and their community. St. Anthony Shrine puts an emphasis on giving back. We are actively involved in

encouraging others to participate in our sustainability efforts and volunteerism. Ultimately, St. Anthony Shrine is looking for a dedicated person who is excited to learn about all aspects of the Shrine and take the opportunity to positively affect the lives of the people we serve.

DIGITAL MARKETING

The Digital Marketing Assistant position will support the Marketing Department at the St. Anthony Shrine. The primarily responsible for this role will be to supporting the Internal Operations Manager with the digital marketing at the Shrine. This is including but not limited to, online campaigns, content creation, and analysis to ensure that we are stay up-to-date with the most recent trends. You will work side by side with the rest of the team along with having full ownership of certain tasks/jobs. There will be a little bit of graphic design work with this role.

PRIMARY DUTIES AND AREAS OF RESPONSIBILITY

1. Manage all social media platforms.
2. Assist with Search Engine Optimization, Pay Per Click, Search Marketing, Social Media Marketing, Click Through Rate, Account Management.
3. Conduct online research for campaigns & projects.
4. Reviewing digital analytics and assist in tracking and report production.
5. Follow current trends with our online traffic.
6. Other duties as assigned.

ADDITIONAL RESPONSIBILITIES

In addition to the tasks outlined above, it is a requirement of the Digital Marketing Assistant to:

1. Work cooperatively with all other departments of the Shrine in order to enhance the Shrine's public image, raise the Shrine's public profile and encourage donor and volunteer engagement.
2. Contribute to fostering a culture of philanthropy at the Shrine.
3. Work in a collegial manner with staff and friars, in a manner that is consistent with our *Franciscan Values in the Workplace*, which are: service, humility, peacemaking, contemplation and collegiality.

REQUIRED QUALIFICATIONS

1. Proficient in the use of Microsoft Office, including Word, Excel and PowerPoint.
2. Basic understanding of specialties within digital marketing.
3. Excellent communication skills, both verbal and written.
4. Exceptionally organized and capable of prioritizing and handling multiple projects in a fast-paced environment.
5. Must be a self-starter.
6. Ability to work as a part of a team.

ADDITIONAL REQUIREMENTS

1. Able to sit at a computer for extended periods of time.
2. Able to work evenings, weekends and holidays as needed.
3. Maintain confidentiality.
4. Be respectful, honest, trustworthy.
5. Possess cultural awareness/sensitivity.

EDUCATION AND/OR EXPERIENCE

Associate's degree Communications, Marketing, Business or related field like; or 1-2 years of digital marketing experience.

WORK ENVIRONMENT

Professional office in a business/residential religious (Franciscan, Roman Catholic) building. A unique aspect of the Shrine is that paid employees and friars work collegially. Most of the work will be done at the Shrine, with the occasion to attend events.

HOURS

8-16 hours (i.e. 1-2 days) per week.

SALARY

\$20-\$25 per hour depending on experience.

Interested candidates, please submit resume and cover letter to:
dma@stanthonyshrine.org