

**DEPAUL SCHOOL FOR HEARING AND SPEECH**  
**MARKETING AND SPECIAL EVENTS MANAGER**

**Organization Overview:**

DePaul School for Hearing and Speech teaches children who are deaf or hard of hearing to communicate without the use of sign language. It is the only school of its kind in the Ohio, West Virginia and western Pennsylvania tri-state region utilizing a Listening and Spoken Language (LSL) approach and is one of only 46 such schools in the country. DePaul School, founded in 1908, currently serves 60 students ranging in age from 18 months to 14 years. DePaul's mission is to provide children with hearing loss with the skills they need to be successful in regular classroom settings. Through early identification, early amplification via digital hearing aids or cochlear implants, and intensive LSL education, even profoundly deaf children can learn to listen and speak as well as their typically hearing peers. This year, 11 DePaul students transitioned to their neighborhood schools.

**Job Description:**

The Marketing and Special Events Manager will plan, conduct, and coordinate a range of marketing and communications activities and special events that support and promote the work of DePaul School for Hearing and Speech to current students and their families, the media, local communities, public policymakers, alumni, DePaul's Board of Trustees and the general public. The Marketing and Special Events Manager will work with the Outreach Director and members of the Board of Trustees to develop strategies and tools to increase DePaul School's enrollment, fundraising efforts, visibility, outreach, and grassroots effectiveness. He/she will be responsible for designing, developing and implementing the overall marketing plan to promote DePaul School for Hearing and Speech across various media outlets, including television, radio, and print; direct mail; advertising; and through electronic communications vehicles including Web sites, social media networks, blogs, and related portals. The Marketing and Special Events Manager is responsible for developing and managing special events including the annual *Reach for the Stars Gala* and *Golf FORE! DePaul Golf Outing*. He/she will enhance current special events, implement new strategic marketing initiatives, assist in major fundraising campaigns, and accept other duties as assigned. The Marketing and Special Events Manager reports to the Outreach Director and is an integral member of the development team and an active participant on the Development Committee. He/she will make an ongoing contribution to the strategic, long-term vision of DePaul School through suggestions for innovation and efficiencies in marketing and fundraising.

**Responsibilities:**

**Marketing:**

- Develop and implement a marketing plan with measurable tactics to create awareness and to support development plans incorporating market research
- Act as brand champion across the organization, driving quality and consistency of messaging across all marketing materials
- Create compelling content about DePaul School programs (text, audio, video, photography, etc.) that can be used in print, Internet, social media, and other platforms
- Design, develop, and distribute marketing materials including ads, brochures, fliers, fact sheets, and direct mail pieces; oversee printing and distribution of all collateral material

- Utilize the DePaul School website as a strategic marketing and fundraising tool; maintain, update and enhance [www.speakmiracles.org](http://www.speakmiracles.org) with creative content, feature articles and special events
- Implement strategies that result in a vibrant social media presence for DePaul School; further utilize and develop social media platforms including Facebook and Twitter
- Manage the production of multi-media projects, public service announcements and commercials
- Oversee and maintain strategic marketing lists and databases
- Coordinate exhibits at workshops, conferences and expos including advance preparation, materials management, on-site staffing, and post-event evaluation
- Develop and maintain archives of marketing materials, press clippings, on-line press/media information
- Work with DePaul's Parent Group to develop and promote DePaul School merchandise

#### **Publications:**

- Utilize electronic newsletter as a strategic marketing tool; develop, design, write and disseminate *E-News* and email blasts utilizing iContact or similar tool
- Write, design and serve as primary editor for the DePaul School newsletter, *Speaking Miracles*, currently published three times a year
- Assist in designing and developing DePaul's Annual Report

#### **Special Events:**

- Manage all aspects of special events including: goal setting, project planning, budgeting, contract negotiation, securing permits/licenses, marketing, registration, materials development, sales, logistics and reporting
- Work with staff, Board Members and volunteers to establish and manage committees for special events, including planning and facilitating meetings and leading committees toward successful completion of goals and objectives
- Develop and maintain strategic and impactful relationships with vendors
- Recruit, train and manage event volunteers; serve as volunteer coordinator
- Build upon the success of existing fundraising events and develop and implement new and unique strategies related to special events
- Identify and solicit major prospects for in-kind donations for special events; manage in-kind donations, auctions and raffles
- Assist in securing speakers, honorees, co-chairs, and sponsors
- Develop sponsor solicitation and recognition materials in support of solicitation campaign
- Develop budgets, track expenses, and prepare reports on special events and projects; monitor and report progress to stakeholders
- Oversee and maintain event-related data, databases and mailing lists
- Work with Parent Group in support of their annual *Night at the Races* fundraising event
- Work as internal project manager on specific, in-house special events and special projects as assigned by the Outreach Director
- Manage alumni events and on-going communication

#### **General Qualifications:**

- Bachelor's degree in marketing, public relations, communications, journalism, or related field
- 5 years of experience in marketing, fundraising and event management

- Excellent communication skills including: writing, editing, and proofreading with acute attention to detail
- Excellent organizational and project management skills and experience planning and organizing events
- Excellent oral communication and active listening skills
- Proven ability to work independently, prioritize workload, deliver high quality results, and meet deadlines while managing multiple projects and competing demands
- Strong interpersonal skills and the ability to work effectively and productively with staff, volunteers and others (delegating, motivating, monitoring, empowering, and leading)
- Ability to manage and promote a non-profit brand with a limited budget
- Demonstrated experience in website design, development and management
- Experience developing and conducting effective marketing campaigns via e-marketing and social media platforms such as Facebook and Twitter; knowledge of content management and integrated marketing systems
- Proficiency in Microsoft Office applications with a strong knowledge of Excel
- Proficiency with fundraising software strongly desired; experience managing a donor database, organizing data and designing queries
- Graphic design, desktop publishing and photo editing skills preferred
- Flexibility to attend evening and/or weekend meetings and/or events

**Personal Characteristics:**

- Commitment to the mission and values of DePaul School
- Value and understand the benefits of teamwork and collaboration and a willingness to work at all levels: as an individual contributor, a team player and a team leader
- Desire to hold oneself accountable for results and be evaluated accordingly
- Humility and respect for the hard work of school professionals and school parents
- Sense of responsibility and stewardship for the philanthropic funds given to DePaul School
- Exhibit a professional demeanor and possess the ability to be a spokesperson/ambassador for DePaul School.

**Compensation:**

Salary commensurate with experience and comprehensive benefits package offered.

**Apply to:**

Please send resume, cover letter, writing sample, and salary requirements to [depaulschool@depaulinst.com](mailto:depaulschool@depaulinst.com) or mail hard copies to DePaul School for Hearing and Speech, 6202 Alder Street, Pittsburgh, PA 15206.