About Catholic Cemeteries Association
The Catholic Cemeteries Association operates 19 cemeteries within the 8 counties of the Diocese of Cleveland. To learn more about our organization, please visit www.clecem.org.

Position Summary
The marketing fellow will work closely with the Sales Director and Marketing Team in new and ongoing marketing and business initiatives, and will complete a number of tasks including but not limited to creating Facebook ads, preparing social media posts, promoting company events and writing engaging and creative content.

Reports to: Sales Director

Responsibilities
• Submit ideas for experimental marketing programs designed to enhance and grow the company’s brand.
• Develop marketing strategies for projects, including company website and social media.
• Analyze data to determine campaign effectiveness.
• Create and post content for all company social media accounts including organizing cross-platform content strategies.
• Monitor social media channels.
• Prepare telephone recordings, marketing emails, etc...
• Coordinate, prepare and deliver all digital media content.
• Work closely with the IT department to develop digital marketing materials and strategies for various projects.
• Work with the marketing team to coordinate day-to-day activities that lead to the completion of projects and tasks.
• Organize and promote company events.
• Works independently and within a team on special nonrecurring and ongoing projects.
• Other duties as assigned by supervisor.

Competencies
• Exceptional interpersonal skills in a professional environment
• Excellent written and verbal communication skills
• Demonstrates attention to detail
• Exhibits sound judgement with regard to sensitive subjects
• High Level of organizational and time management skills
• Self-starter that can manage project with minimal supervision/direction
• Works well in a team environment
• Some light lifting required

Fellowships are structured to provide meaningful work experiences guided by a mentor and using your academic coursework and career goals with stated learning objectives. As a fellow at the Catholic Cemeteries Association you will be provided with unique experiences that will place you in a decision making professional capacity. You will be expected to provide data driven business recommendations that will influence decisions and project outcomes. In some cases you will develop, guide, and lead your own projects that will be implemented during your fellowship.
The CCA is committed to the professional development of individual fellows and will include regular
development. Development will include:

- interview training
- Small group presentation and leadership
- Writing and teamwork
- OSHA training certification

In the Catholic Cemeteries Associations fellowship program you will be empowered to step outside your comfort zone and help support a Corporal Work of Mercy within our Diocese.

During your fellowship you will have a number of objectives that you will be expected to complete. These objectives include:

- Be a team player and provide concise and well thought advice.
- Partner in a marketing campaign by providing market research & analyzing that research in order to make campaign essential decisions.
- Develop skills for working in a professional team oriented atmosphere while learning from the expertise of those around you.
- Create impactful and exciting social media content in order to positively influence and communicate with the Cleveland Catholic community.