



Director of Marketing and Communications

Reports to: President

Direct Reports: Director of Admissions

Mission

Cardinal Newman High School
A Catholic college, preparatory community
Educating students in the wholeness of body, mind, and soul
Consistent with the teachings of the Catholic Church
Manifested by faith, leadership and service

Job Summary

Establishes and implements annual and long-range marketing strategies in line with the school's mission, values and brand, delivers on them through internal and external communications and activities. The Director is a member of the school's Advancement Office and works in close partnership with Admissions to develop strategy and oversee execution of marketing efforts to attract highly talented students and capitalize on marketing opportunities. Ensures school adherence to CNHS identity and brand, oversee admission and advancement marketing efforts, media relations, digital media, graphics, and related internal and external communications. Works closely with Administration, Faculty, Parents and the Board of Trustees.

Essential Duties and Responsibilities

- Oversee the development and maintenance of a multi-faceted marketing, communication and media program that includes newsletters and publications, marketing materials, and advertising, and website and social media content/design
- Evaluate, implement and manage marketing materials and programs to reach prospective and current students, faculty, staff, parents, alumni, donors and friends that enhance the visibility and public perception of CNHS
- Serve as school's official spokesperson for media inquiries; develop and oversee media relations plans and campaigns, communications/releases and proactively seek out editorial and other media coverage

- Oversee the school's integrated social media strategy and create social media campaigns, blogs, webcasts, etc., for targeted audiences that support marketing plans and strategies
- Responsible for the school's graphic design and production of advertisements, Advancement related electronic brochures, event invitations and programs, etc.
- Review production of all school publications, including the work with students and staff to support the school yearbook, and related publications
- Produce Sports Program and the school's magazine, Trinity Magazine
- Manage the school's Style Guide and the creations of all marketing collateral and support pieces on behalf of the school; monitor standards designed to maintain a consistent and positive image and brand
- Maintain the school's archival photo library
- Develop and manage the school's relationships with outside vendors for web, electronic communications, graphics designers, printing firms, photographers, etc.
- Manage the marketing and communications budget
- Maintain knowledge of marketing trends, developments and best practices
- Oversee market research and competitive analysis to ensure the school is effectively positioned amongst schools in the area
- Assist with event execution and other duties as assigned in support of Admissions, Alumni and Advancement to further the mission of the school
- Support Admissions, College Counseling, and Advancement events as needed
- Coach colleagues in marketing writing, public speaking and publication skills
- Establish and maintain professional relationships amongst all levels of the school's community while creating a collaborative environment
- Perform related duties as assigned

Disclaimer: The above statements are intended to describe the general nature and level of work being performed by people assigned to this classification. They are not to be considered as an exhaustive list of responsibilities, duties, and skills required of personnel so classified. All personnel may be required to perform duties outside of their normal responsibilities from time to time, as needed.

Experience and Educational Qualifications

Qualifications include:

- Model for students in the mission and values of Cardinal Newman High School
- Ability to provide a Catholic education and religious environment that upholds values, ethics and standards of behavior
- Bachelor's degree in Marketing, Communications, Business or related field is required

- 6-10 years of extensive experience in all aspects of marketing and communications including brand, print and digital marketing in a professional environment, with 3 or more years' experience in management position for marketing, communications, journalism, advertising, public relations, or related field
- Prior experience in secondary or higher education is preferred
- Preference to candidates who have an understanding of Admissions marketing
- Creative leadership with ability to adapt quickly to a changing environment
- Ability to collect and analyze data to better inform strategy; understanding of SEO and web traffic metrics
- Highly developed skills in creative content, writing, and copyediting
- Exceptional verbal, written, and communication skills
- Strong organizational skills with high attention to detail and time management
- Ability to create as well as identify and generate creative story ideas
- Computer proficiency is required, knowledge of Finalsite is a plus
- Must be able to work in a fast-paced work environment; ability to adapt and shift priorities as needed
- Capable of working with varying personalities

- **Working Conditions and Physical Requirements**

- Position type: Full-Time, Exempt
 - Schedule: Monday – Friday, some evening hours and possible weekends
 - Must be able to operate a keyboard and mouse.
 - Must be able to work physically on tasks for long periods of time.
 - Must be able to sit, walk, stand, bend, crouch and stoop for extended periods of time.
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