



Job Profile

Job Title:	Director of Strategic Marketing and Communications
Department:	Marketing and Communications
Reports to:	President
Date:	3/27/2024

Job Status:

Exempt <input checked="" type="checkbox"/>	Non-Exempt <input type="checkbox"/>
Full-time <input checked="" type="checkbox"/>	Part-time <input type="checkbox"/>

General Summary

What is the primary purpose of this position?

The Director of Strategic Marketing and Communications at St. Francis Catholic High School is a visionary and strategic leader responsible for the development and implementation of a dynamic communications and marketing strategy that advances the school's mission. The Director in this position is the lead ambassador and steward of the St. Francis Catholic High School brand, working collaboratively with the Executive and Administrative teams, to increase visibility and recognition, enhance image and reputation, manage crisis communication, curate school culture, strengthen market share, and grow philanthropic support. This position is responsible for assisting the school in meeting its Admissions, summer programs, and Advancement revenue goals.

Essential Responsibilities

List all major job functions performed on a regular basis.

All areas of responsibility must be operated consistent with the Catholic mission of the school.

- Develop and implement a comprehensive communications and marketing strategy that advances the school's mission, vision, and strategic initiatives supporting all advancement and admissions efforts.
- Develop timeline and calendar that coordinates external communication efforts of the school (i.e. website content/messaging, social media platforms, PAX magazine, community newsletters)
- Effectively manage a communications and marketing team to create strategies and unique content for all external communication, including supervision of employees and oversight of outside vendors, consultants, and freelancers
- Conceptualize and produce compelling visual storytelling to be used on multiple platforms to enhance brand and tell the St. Francis story
- Create and implement comprehensive digital communications plan, including oversight of web design and strategic social media presence that stimulates positive follower interaction and sharing



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- Ensure internal brand consistency by developing and implementing an internal communication strategy and plan and providing brand oversight
- Develop extension of the St. Francis brand into new programs where desirable
- Identify student and faculty successes to publish in an effort to increase the school's visibility and competitive positioning
- Editor in Chief of the Pax et Bonum Magazine and Annual Report, providing vision and strategy to advance the school's mission.
- Collaborate with Admissions to develop strategies to recruit prospective students and families and increase prospective family interest
- Work with Advancement office to develop strategies to recruit and engage alumnae
- Ensure collaboration between Marketing/Communication team and Advancement team with events; provide expert support both leading up to and onsite at all signature fundraising events
- Handle media relations, including proactive creation of press releases, to establish and cultivate positive relationships between the school and the press
- Create and maintain a comprehensive crisis communication plan to be used to drive timely, consistent, and effective crisis response
- Develop and cultivate relationships with key community members and civic leaders
- Continually evaluate and analyze data and metrics to guide best practices and improve audience engagement
- Represent the school's communications and marketing agenda to key constituents, the Executive and Administrative teams, the Board of Trustees, and the St. Francis community
- Responsibly manage the communications and marketing budget; direct content development that can be repurposed across multiple outlets to reduce time and expenditure
- Is an active member in campus-wide diversity work to foster and support an inclusive educational environment
- Provide mentorship and intern opportunities for students interested in communications, marketing and broadcast journalism

Job Specifications/Requirements

List skills/experience required for adequate performance in this position. List preferred experience and skills, if any.

Education:

Bachelor's Degree in related field required; Master's Degree preferred

Job experience:



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5+ years experience in communications, marketing, public relations, preferably in an educational or non-profit environment

Technical/Functional skills:

- Extraordinary creative writing and business writing skills; strong ghostwriting abilities for speeches, letters and other materials; attention to detail in all aspects of editing and written communication
- Exceptional verbal communication skills; ability to tell a story and inspire others; can think on one's feet and appropriately respond and pivot as necessary
- Experience in market research strategies; ability to analyze data and use in implementation of communication and marketing strategies
- Experience supervising a creative team of employees and outside consultants
- Strong project management skills; ability to work effectively independently and collaboratively
- Ability to juggle and prioritize multiple projects under tight deadlines
- Expertise in the design of web-based communication and with all aspects of website implementation
- Advanced knowledge and proficiency in all social media platforms and online content management
- Experience with graphic design, photography and videography
- Desire to engage in all aspects of school life, including being present at student events and participating in faculty/staff activities
- A commitment to fostering culturally competent and inclusive learning environments

Other Requirements:

Other duties may be required as needed.

Employee Signature:

Date:

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Supervisor Signature:

Date:

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HR Signature:

Date:

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