



MARKETING AND COMMUNICATIONS DIRECTOR JOB DESCRIPTION

School Vision Statement

Faithful to our Catholic values, we sustain an evolving school-wide learning environment that inspires each Learner to achieve his or her God-given potential inside and outside the classroom.

Always learning, our graduates are confident and compassionate young men and women who will make a difference.

School Mission Statement

The Parish School at St. Edward the Confessor Catholic Church, a preschool through eighth grade school within the Diocese of Orange, shares in the mission of the Roman Catholic Church to live the Gospel message by building Catholic identity through a Sacramental life of service to God, family, parish and community.

Working together with parents, we are dedicated to develop faith formation, academic excellence and digital citizenship. We strive to help our learners grow spiritually, intellectually, socially and emotionally within a Christ-centered environment.

ADA Specifications and Physical Demands:

The physical demands of described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is occasionally required to stand; walk; sit; use hands to finger, handle, or feel objects, tools or controls; reach with hands and arms; climb stairs; balance; stoop, kneel, crouch or crawl; talk or hear; taste or smell.

The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by the job include close vision, distance vision, color vision, peripheral vision, depth perception and the ability to adjust focus.

Work Environment:

Work environment characteristics described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is sometimes exposed to weather conditions on the playground and while supervising outside play. The noise level in the work environment is usually moderate.

Marketing and Communications Director - Position Description

The Marketing and Communications Director is a minister of Catholic education and as such is focused on sharing the school's mission with the community. This position is responsible for creating and maintaining the school's comprehensive marketing plan targeted on recruitment and retention of students.

The Marketing and Communications Director works collaboratively with the school's Administrative Team, Admissions Team, Advancement Team, and Parent Guild Organization. The Marketing and Communications Director ensures that all school communications, advertising and media are consistent with the school's mission and brand. He or she serves as a liaison for the school and the Parent Guild Organization (PGO) and Consultative School Board for all events, promotions, and campaigns related to advancement, fellowship, branding, marketing, alumni relations, parish/parent communications, spirit wear, and the new family ambassador program. The Marketing and Communications Director provides support and resources that help the school achieve its mission.

Responsibilities:

Under the direction of the Principal, the Marketing and Communications Director will be responsible for:

- Perform the duties of a staff member in accordance with the current policies as outlined in the Administrative and Employee Handbooks of the Diocese.
- Adhere to the policies and procedures of the Diocesan Employee Handbook and the St. Edward the Confessor Parish School Faculty and Staff Handbook.
- Work collaboratively with other members of the school's staff, faculty, and administration to ensure planning of school's communication calendar including Web site updates, special event communications, social media, parish bulletin, and community press releases for local publications.
- Attend and participate in professional development opportunities related to marketing, enrollment, and alumni relations.
- Solicit communication feedback from school stakeholders (including faculty, staff, students, and parents) as a means of ensuring that their needs are being satisfied.
- Develop a comprehensive marketing plan that supports recruitment, enrollment and retention while continually communicating the school's Catholic identity, mission and values.
- Create and manage all school communications and branding to ensure it is consistent across all mediums including website, social media, advertising, collateral, and parent communication. Work with local printers to publish all collateral.
- Maintain brand guide. Work with designer to develop a yearly theme and logo.
- Execute marketing and advertising print and digital campaigns.
- Spearhead all social media efforts on Facebook and Instagram for both the school and alumni. Also, monitor all social media – including the school's internal Facebook group – to ensure school's image is maintained, answer family questions, etc.
- Monitor, solicit and manage the school's reviews through online review platforms, including GreatSchools, Facebook, Google and Niche.
- Maintain and organize the school photo database and coordinate professional still photo and video shoots as needed. Solicit daily pictures from faculty to use across social media.
- Work with admissions team to implement recruitment strategies that market the school to prospective families.
- Plan and co-execute with event coordinator admission events including Open House, Step-Up Day and Kindergarten previews.
- Oversee the school's Spirit Wear program, working collaboratively with vendors and the volunteer PGO Spirit Wear Coordinator. Serve as the lead for faculty wishing to order branded items including class t-shirts.
- Collaborate with Advancement Team to implement a cohesive communication strategy which educates families, donors and other new audiences about the Monarch Fund, Day of Giving and other advancement related programs.
- Collaborate with Advancement Team on large special events as needed spearheading all logos, branding, collateral and PR.
- Manage and oversee the Annual Report.
- Work with special events coordinator to plan and execute Catholic Schools Week (fall and winter).

Qualifications:

- Knowledge of and experience in the ministry of Catholic education.
- A marketing or public relations background with knowledge of branding, social media and both internal and external communication.
- A strong command of digital skills including use of Microsoft Office, Constant Contact, Adobe design programs (specifically InDesign and Illustrator), Canva, HootSuite, Facebook Business/Ads, Donor Perfect, and Edlio or other website editing software.
- A strong set of interpersonal, verbal communication, editing and written communication skills with a history of working collaboratively with others in a school setting.
- A history of professional goal-setting, organization, implementation, and reflection for projects and programs.
- A willingness to employ new technologies for communications, advancement, marketing, event management, and database management.
- A flexible demeanor and willingness to adapt to school schedule changes, special events, and celebrations that help foster the school's mission of teaching to the whole child.
- Valid certification for Basic First Aid and CPR.
- Fully vaccinated COVID-19
- A perspective of Catholic education as a ministry, not just a job.

Position Status

Position is a part-time, non-exempt, 12-month position. This position is not eligible for medical, dental, or vision benefits. Weekly commitment of time will range between 15-20 hours depending upon project and event needs. During busy times of year, such as back-to-school, admissions season, Catholic Schools Weeks and Monarch Giving Day, hours can surpass the budgeted range.