

Position Descriptions

Job Title:	Director of Communications and Marketing		Date:	October 2023	
Department:	Communications		Last Updated:	February 2023	
Reports To:	President				
Status:	<input checked="" type="checkbox"/> Exempt	<input type="checkbox"/> Non-Exempt	Classification:	<input type="checkbox"/> 10 mon.	<input type="checkbox"/> 11 mon.
	<input checked="" type="checkbox"/> FT	<input type="checkbox"/> PT			<input checked="" type="checkbox"/> 12 mon.

POSITION SUMMARY:

Responsible for implementing and executing a strategic communication and marketing plan to advance The Academy of the Holy Cross and position the school for admissions and philanthropy. The Director will oversee and actively participate in the creation, design, budget and production of school publications; manage the content of the school's social media presence; administer the content of the school website; coordinate all advertising, publicity, and public relations; serve as the school's spokesperson when so designated by the President; and supervise the crisis communications planning and implementation when necessary.

MISSION AND CORE VALUES:

The Academy of the Holy Cross, a Catholic College preparatory school sponsored by the Sisters of the Holy Cross since 1868, is dedicated to educating young women in a Christ-centered community which values diversity. The Academy is committed to developing women of courage, compassion and scholarship who responsibly embrace the social, spiritual and intellectual challenges of the world.

All faculty and staff must demonstrate a commitment to the Core Values of the Academy: community, Catholic identity, academic excellence, educating the whole person, tradition, diversity, leadership, single-sex education, environment, and communication.

PRINCIPAL RESPONSIBILITIES:

- Ensure brand and messaging quality and consistency and establish guidelines to apply across all departments, activities and events at the school and among professional and volunteer leadership
- Plan for, create and deploy digital activities: website, online campaigns, email marketing, social media and digital content production.
- Manage all aspects of the school's print and electronic communications, ensuring the continuity of the school's brand and logo. Oversee the work of graphic designers and print vendors in production of printed materials and web visuals
- Collaborate with administrative departments in articulating their purpose and ongoing work. Specifically, this includes the President, Institutional Advancement, Admissions, and Academic Divisions
- Review, revise, and update as necessary the school's crisis communication plan
- Provide editorial and proofreading assistance for the Holy Cross community as needed
- Publicize events, programs, points of view and achievement to the media
- Cultivate and maintain media contacts
- Field and direct media-related inquiries
- Attend Academy and other community events to meet members of the community and develop a presence

- Stay current with school/organizations communication vehicles/strategies
- Photograph or manage photographers at relevant events
- Engage actively in professional development in order to remain current in best practices related to independent school communications, emerging social media, and effective marketing and advertising strategies.
- Manage and plan department budget including all advertising expenses
- Perform other related duties as needed

JOB REQUIREMENTS:

EXPERIENCE:

- Must have a minimum 3 years of experience in Communications or Marketing, preferably in a non-profit or educational environment
- Must have broad-based knowledge of design and production in a variety of media (print, web, etc.)
- Must have demonstrated experience working with, cultivating and maintaining media contacts

SKILLS:

- Must be proficient in MS Office, Adobe Photoshop, Adobe Acrobat, Adobe InDesign,
- Must be competent in both Macintosh and PC environments
- Must be able to operate digital and 35mm cameras
- Must have exceptional organizational and time management skills
- Must have demonstrated ability to tailor writing to organization's mission
- Must be able to comfortably interact with individuals ranging from students to members of the executive government
- Must be able to meet constant deadlines in a fast-paced environment
- Must be a self-starter who can work both independently and collaboratively
- Must have flexibility in assuming additional responsibilities
- Must be able to think creatively