



INCARNATE WORD ACADEMY

A Catholic College Preparatory for Young Women, Est. in 1873

Title: Director of Marketing and Communications

Supervisor: President

FLSA: Exempt

Hours: 8 a.m. to 4:30 p.m., Monday to Friday, with occasional evening and weekend work.

Position Summary: The Director of Marketing and Communications leads branding and storytelling efforts for Incarnate Word Academy. The position has oversight of the school website, a weekly e-newsletter, bi-annual magazine, social media, ad buys, marketing metrics and a graphic designer/multimedia associate. The director works collaboratively with faculty and staff to support their efforts to engage target audiences across multiple platforms.

Mission, Values and Sense of Community:

- Ensures that the mission and values of the Academy are upheld within the department.
- Gives witness to integrity and respect while representing Incarnate Word Academy in the broader community.
- Engages and becomes part of the Incarnate Word Academy community.
- Serves all IWA families with compassion and respect.

Essential Duties and Responsibilities Marketing Strategy:

- Develop and implement a marketing strategic plan, adjusting as needed for maximum effectiveness
- Ensure IWA departments are adhering to the school's branding guidelines

Writing and Editing:

- Write and edit communications to target audiences, including but not limited to parents, faculty and staff, alumnae, board members, donors and prospective students and families.
- Write and edit copy for "The Word" magazine, IWA's bi-annual publication.
- Write and editing copy for "The Weekly Word," IWA's weekly e-newsletter.
- Edit content for quarterly Mothers' Club newsletter, weekly College Counseling newsletter, Admissions direct marketing emails and Advancement direct emails.
- Write and edit content for IWA's website and social media sites.
- Write and edit video scripts

Website and social media:

- Maintain all content on www.incarnateword.org
- Create, monitor and update all social media content
- Collaborate with the Office of Admissions Digital Ambassador Team on social media content creation, scheduling and best practices.
- Pull performance metrics and report analytics for the IWA website and social media sites
- Research marketing trends and offer suggestions for website and social media content

Public Relations

- Write press releases to publicize school functions and accomplishments.
- Direct media relations activities and serve as an IWA's media liaison

Project Management and Other Duties

- Develop communications calendar to drive all marketing/communications activities related to admissions/recruitment, school department collateral, the IWA Board of Advisors, the Alumnae Association, and other constituencies of the IWA community
- Serve as liaison between the Marketing and Communications Office and the IWA Board of Advisors' Admissions Marketing Committee.
- Special projects as assigned

Supervision

- Supervise the graphic designer/multimedia associate, directing that position's projects and workflow regarding graphic design, photography, website maintenance and in-house video production
- Manage the outsourcing of videography and printing projects with external vendors
- Work with students who serve as School Buzz correspondents for "The Buzz" magazines, collaborating on their stories and editing their content.

Qualifications

- A four-year degree from a college or university in marketing, communications, public relations and/or advertising
- At least five years of related job experience
- Demonstrated writing/editing skills
- Proficiency with FinalSite, Drupal, WordPress or similar content management system
- Familiarity with email marketing platforms
- Demonstrated ability to use data and analytics to chart success and future strategy
- Knowledge of marketing and communications current best practices
- A capacity to oversee multiple projects concurrently
- Relationship builder with the flexibility and finesse to "manage by influence."
- Experience with Microsoft Office
- Proficiency with AP Style
- Excellent interpersonal skills

The above statements are intended to describe the general nature of work performed by individuals in this job classification. They are not intended to be construed as an exhaustive list of all responsibilities, duties, and qualifications required of individuals in this job classification. All job classifications may have miscellaneous job duties assigned on an as needed basis. Management, at the appropriate level, retains the right to assign and change the duties of any position at any time.