

## **DIRECTOR OF COMMUNICATIONS**

The Director of Communications is responsible for communicating the vision, mission, values, and successes of the school through a wide range of public relations, marketing and advertising efforts. Working with all departments within the School, the Director of Communications with assistance from the Assistant Director of Communications & Sports Information, will enhance the reputation, promotion and visibility of the school.

### Responsibilities

#### *Communications*

- Create and produce all official School print pieces and materials
- communication instruments such as sympathy cards, donor recognition cards, e-cards, and other materials as requested.
- Handle all electronic communication
- Maintain School website through creation and upkeep of pages, forms, graphics, copy, and databases
- Work with key internal stakeholders to ensure content is current, timely and consistent with branding and messaging
- In conjunction with Assistant Director of Communications & Sports Information, maintains and monitors all social networking platforms
- Collaborates with Advancement team members to create cohesive materials for a wide range of events and campaigns
- In conjunction with Assistant Director of Communications & Sports Information, provide photography of all school events (on campus and off)

#### *Marketing*

- Work collaboratively with school leaders to develop and implement marketing campaigns
- Evaluate marketing strategies and research new opportunities to expand market reach
- Write copy and arrange photo shoots for all media outlets on an as needed basis
- Write scripts, create storyline and shot list, and oversee production and post of video shoots on an as needed basis
- Collaborate with team members and other departments to ensure consistent branding in all communications, logo usage, design elements, etc.
- Approve all usage of school logos and name used by departments and organizations

#### *Public Relations*

- Identify and seize media opportunities to promote the school's fundraising programs, campaigns, and other school related activities
- Cultivate relations with all media outlets
- Represent St. Pius X High School at all publicity driven events
- Work collaboratively with campus leadership to develop and implement a comprehensive public relations strategy
- Create and manage all public relations, press releases, media events, publicity and media relations
- Serve as official spokesperson for the school alongside the Head of School

### *Advertising*

- Research and coordinate advertising opportunities across multiple platforms, including but not limited to, social media, print, radio, television and web
- Create, edit and deliver all advertising materials requested
- Monitor publications for ad accuracy and response

### *Crisis Response*

- Work with School Leadership to create and ensure timely, accurate information is distributed to constituents via school email and crisis response software
- Handle media inquiries and direct to appropriate School official
- Monitor media for story accuracy and work with reporters to correct/update information

### *Other Duties*

- Performs other duties as requested by the Head of School and/or campus leadership

### *Qualifications*

- A bachelor's degree
- Three to five years' experience in communications and/or public relations and graphic design
- Working knowledge of communications best practices and trends
- Experience with website management and HTML
- Excellent written and verbal communication skills
- Understanding of media relations
- Experience with video editing and photography
- Positive, "can do" attitude
- Self-motivated with a strong work ethic
- Detail oriented and must be able to manage multiple projects simultaneously
- Ability to work independently and as a team member
- Proficiency in Adobe Creative Suite, Microsoft Office Suite and social media platforms

To apply visit [www.stpiusx.org/employment](http://www.stpiusx.org/employment) and select Director of Communications.