



## **Communications and Marketing Manager**

**Department:** Community Engagement

**FLSA Classification:** Non-Exempt

**Reports To:** Executive Director, Community Advancement

**Who We Are:** Opening in 2009, CRJ now has student enrollment of nearly 500 young men and women. Cristo Rey Jesuit offers a rigorous college preparatory education available to students of limited economic resources in the Houston area. A unique Corporate Work Study Program places students in Houston businesses and nonprofits where they learn the expectations of the corporate world and earn up to 50 percent of the cost of their education. Cristo Rey Jesuit belongs to the national Cristo Rey Network of schools and the national Jesuit Schools Network.

**Our Mission:** To inspire and prepare students of limited economic resources to succeed in college and lead their communities as compassionate, committed, and competent men and women for others for the greater glory of God.

**Our Vision:** Compelled by our Jesuit mission and identity, we are a vibrant community that transforms the world by loving, learning, and excelling in all we do.

Read more about CRJ's teaching model and school community on our [website](#).

**Our Learning Community:** Cristo Rey Jesuit is a learning community of nearly 500 young men and women in grades 9 through 12 and a faculty and staff of 80 educators. Cristo Rey Jesuit students are talented, respectful, and well-behaved young men and women who participate actively in their learning endeavors. The ideal Cristo Rey Jesuit graduate is a person cognizant of God's presence in his/her life, who strives to be steadfast in faith, open to growth, committed to service and social justice, dedicated to academic excellence, and work experience. Every year, 100% of our graduates are accepted into colleges and universities. Cristo Rey Jesuit's faculty and staff are dedicated professionals who strive to embody the mission and core principles of the school, maintain the superior quality of its programs, invest directly in the lives of students, and engage in programs for their own professional and spiritual development.

**Who YOU are:** We are seeking a dedicated, intellectually curious and mission driven individual who is open to growth and wants to be part of our community. They will have the unique opportunity to help develop one of Houston's most promising educational options for young men and women from families with low to moderate income. An ideal candidate should have an appreciation of the school's mission and a commitment to the values of Catholic education and be comfortable modeling an active and inspiring faith life for all in the community.

**The Job:** The Associate Director of Communications and Marketing will work on a dynamic, collaborative team and will be the external and internal communications specialist for Cristo Rey Jesuit.



The successful candidate is an individual who loves to brainstorm innovative ideas, is energetic, and creative and easily expresses their passion for Cristo Rey Jesuit through their written and spoken word.

**Responsibilities:** Include, but are not limited to:

- Creates and implements a compelling Communications and Marketing plan which clearly articulates Cristo Rey Jesuit's mission to various constituencies with a focus on Admissions, Corporate Work-Study partner recruitment, Athletics, Fundraising, and Faculty/Staff recruitment.
- Integrates digital graphic design elements in external and internal communications; generates and implements creative ideas and mini campaigns that highlight our students and alumni.
- Grows and safeguards the Cristo Rey Jesuit brand, both internally and externally, so that it remains consistent, coherent, and competitive. Oversees branding on all school communications and promotional materials.
- Coordinates production of electronic and printed materials including brochures, presentations, and other promotional and marketing materials.
- Lead all graphic design duties and campaigns.
- Creates and implements creative, professional, content, materials, and communication tools needed for school and development events.
- Produces a printed (email and website) annual report highlighting the academic, corporate work-study, fundraising achievements of the year.
- Develop a plan to position Cristo Rey Jesuit as a voice in education reform through relationships with local, state, and national media as well as via social media and online blogs. Engages in phone calls, meetings, and press releases to promote the school and our unique model of education.
- Coordinates and collaborates communication and marketing efforts with our sister schools within the Jesuit School Network, the Cristo Rey Network, and the Archdiocese of Galveston-Houston.
- Manages the efforts of outside vendors who provide communications and marketing support (agencies, photographers, printers, AV companies).
- Monitor and manage all internal communications (academic, development, administrative) including internal programming.
- Stay current on programs, positioning and marketing and communication strategies developed by local private and Cristo Rey Network schools.
- Work with the Executive Director of Community Engagement to develop an annual advertising campaign and manage the associated advertising budget.
- Continuously improve by capturing and analyzing the appropriate social data/metrics, insights, and best practices, and then acting on the information.
- Update all digital frames around school on a regular basis.
- Creates and publishes a monthly Lion's Tales e-newsletter that is sent to donors.
- Work with the video production team to develop video stories (students, teachers, alums, etc.).
- Other duties as assigned.



**Technical Skills and Professional Qualifications:**

- Substantial and highly capable experience with Canva and Adobe Creative Suite: Photoshop, Illustrator, InDesign.
- Strong knowledge of Microsoft Office Suite, Google applications, and Windows.
- Strong project management skills; meets deadlines.
- Strong and creative writing skills.
- Able to adjust copy for multiple platforms and audiences.
- Must be discreet and handle confidential matters.
- Must be able to incorporate school mission into all messaging.

**Educational and Experience Requirements:**

- Bachelor's degree from a four-year University in marketing, communications, journalism, or related field.
- Minimum of five years of relevant communications/journalism/marketing experience; experience in a non-profit organization is a plus.
- Must be familiar with AP style guide and journalistic expectations.

**Physical Requirements and Work Environment:**

- Regularly interact with students, parents, staff, and visitors.
- Work at a desk and computer screen for extended periods of time.
- Be able to occasionally lift up to 30 lbs.

**Compensation:** Competitive salary, benefits, and paid vacation.

To apply for this position, please email your resume, cover letter, one (1) writing sample and one (1) sample of graphic design to [Jobs@cristoreyjesuit.org](mailto:Jobs@cristoreyjesuit.org). Note Communications and Marketing Manager in the subject line.

*Cristo Rey Jesuit College Preparatory School of Houston and Cristo Rey Work Study Program, Inc are equal opportunity employers.*