



## **Job Description**

**Position:** Director of Marketing and Communications

**Department:** Campus Administration

**Reports to:** President

**Date:** July 9, 2026

### **Summary Description:**

The Director of Marketing and Communications is responsible for the overall direction of the school's marketing plan. The Director of Marketing and Communications (1) works with various departments and constituencies to select appropriate communication platforms to champion and disseminate the school's internal and external marketing message, (2) serves the school's student recruitment and re-recruitment efforts, (3) creates the case for support that drives the school's fundraising efforts, (4) analyzes the performance metrics of the school's digital marketing (website and social media) platforms and uses analysis to inform marketing and communications decision-making; and (5) ensures all school-to-parent; school-to-student, and administrator-to-faculty communication represent a uniform school voice, tone, and style and are segmented for each audience.

### **Essential Responsibilities:**

1. Is charged with presenting a positive and consistent image of the school to members of the school community and public.
2. Works closely with the Director of Enrollment and Admissions to create marketing and communication strategies that promote and enhance recruitment and re-recruitment programs.
3. Coordinate the school's writing, editing, graphic design, videography, photography, and print publications needs
4. Uses social media platforms and social media marketing to promote the school and inform the public.
5. Understands search engine marketing and works with 3rd party vendors to analyze Google Analytics, Wordpress (website) metrics, as well as social media insights to inform marketing and communications decision-making.
6. Uses tools such as Canva and/or Adobe Creative Cloud (Photoshop, InDesign, Premier Pro) to design effective marketing and communications materials.
7. Has a working knowledge of content management systems (Wordpress),, and digital graphics production (Canva).

8. Oversees the school's website and leads the school's overall marketing communications efforts.

9. Coordinates the timely, error-free, and cost-effective production of all publications and advertisements, including writing, editing, design, photography, and print and electronic management of the following:

- Student recruitment pieces and academic information publications (Annual *EQV* magazine, digital viewbooks, enrollment application materials, open house postcard invitations, and *At a Glance* publication).
- Production of short videos for annual celebrations/events, parent education activities, development; and general marketing purposes
- Targeted e-mail to various constituencies via Constant Contact
- 1884 Fund campaign materials for Office of Institutional Advancement and donor recognition pieces and gift collateral marketing materials
- Invitations to special events, receptions, and gatherings
- Handbooks (faculty, student, and parent)
- Stationery and business cards; and other general campus communication materials
- Parent organization flyers and materials/online registration creation
- Maintain weekly calendar Powerpoint for welcome monitor in lobby
- Update digital sign for events/game days and/or various school promotional graphics via Screenhub
- Assist with needed merchandise for IA/Enrollment events (ex - Penny keychain dolls via Mascot Factory)

10. Serves as the webmaster for the school's website, overseeing content updates.

11. Reviews content of school communications (aside from routine updates and classroom pages) to ensure consistency with other school communications utilizing AHN Style Guide

12. Monitors the school's editorial and graphic standards policies utilizing AHN Brand Guide, ensuring all publications carrying the school's logo accurately reflect the character of the institution, present the school in an accurate and consistent manner, meet high design and editorial standards, and make a positive contribution to the school's image.

13. Provides staff with assistance in accessing and managing publications and marketing vendors, including printers, graphic designers, photographers, videographers, digital and web analytics, and mail houses.

14. Manages media relations, identifying newsworthy events, writing press releases, and cultivating strong collaborative partnerships with local media.

15. Produces a weekly digital newsletter for school families, staff, and alumnae.

16. Cultivates an astute understanding of the consumer market and, with the Director of Enrollment and Admissions, allocates advertising and marketing resources accordingly, sharing the information with members of the leadership team to best serve and sustain the school's mission.

17. Proofread any school-related content: flyers, programs, etc. for all departments and assist with content requirements as needed.

18. Moderates the student Communications Club (including support of PantherVision studio) which serves to support social media promotion.

### **Performance characteristics**

- Has a deep sense of the school's mission and values and the ability to integrate them into the work of the department
- Has strong written and verbal communication skills
- Is highly detail-orientated and consistently delivers a high degree of accuracy
- Is highly motivated and passionate about meeting and exceeding goals
- Has excellent communication skills with a strong customer-and-client-service orientation
- Is highly organized
- Is adept at communicating the school's story to various constituencies
- Is collaborative
- Is committed to his/her own professional growth

### **Qualifications**

The Communications and Marketing manager will be supportive of the mission of the Sisters of The Holy Names of Jesus and Mary. In addition, s/he will have

- A bachelor's degree in marketing communications or a related field
- Fluency in the latest technology/software pertinent to the role
- Excellent speaking, writing and public relations skills
- Understanding of graphic design standards
- Knowledge of the latest developments in e-communications, social media, and the Internet
- Strong journalistic skills-but also the ability to tell the school's story in a highly rational and emotionally evocative manner