

## Executive Director of Marketing & Communications Job Description

Name: \_\_\_\_\_

School Name: \_\_\_\_\_ City: \_\_\_\_\_, TX

**Job summary:** The Executive Director of Marketing & Communications will create and manage all aspects of a cohesive marketing strategy for NCHS, will maintain the Nolan Catholic website, and ensure the creation of marketing materials such as brochures, fliers, e-mail templates, and all other marketing pieces needed.

### Essential job functions:

- Supports and upholds the philosophy of Catholic education and the mission of the school
- Acts as a witness to Gospel values by modeling the teachings of the Catholic Church
- Supports and adheres to the Code of Conduct and policies and procedures of the school and Diocese
- Abides by the Confidentiality Policy set forth in the Diocese Employee Handbook
- Assist with the development and implementation of the annual marketing plan, including multiple separate marketing campaigns, outreach initiatives and promotions
- Serve as the project manager for websites including overseeing the redesign when necessary, and maintenance of sites through analytics of page usage and customer feedback
- Design and production (or oversee) of posters, postcards, newspaper advertisements
- Provide direction for creative design of printed and online material, including imaging, copy writing, and all messaging
- Provide scripting and art direction for all video production, photography, and other forms of image capture/development.
- Direct specifications and outsourcing for all printed materials, work with print vendors to ensure desired outcomes of quality, materials and deadlines for print projects.
- Responsible for all other projects, tasks, etc., as assigned.

### Important job functions:

- Serves as a professional representative of the principal and school
- Communicates effectively with those in the school community
- Collaborates with peers to enhance the work environment and support organizational planning
- Identifying opportunity for initiating or enhancing marketing of Nolan Catholic High School.
- Determining the best use of budget/allocated funds in an effort to fulfill the school's mission and job responsibilities.
- Prioritizing workload and projects in an effort to be timely and efficient.

## **Director of Marketing & Communications (Continued Page 2 of 2)**

### **Minimum qualifications:**

#### Education/Certification:

- Bachelor's Degree in Business Administration, Marketing & Communications, Public Relations, Journalism or related field

#### Experience

- Three years of experience in marketing material/website creation

### **Knowledge, abilities, and skills:**

- Knowledge of the basic teachings of the Catholic Church
- Knowledge of Microsoft Office applications
- Knowledge of use of office equipment
- Knowledge of the Nolan Catholic High School community
- Able to communicate effectively in both written and verbal form
- Able to work well with others in the school community
- Skill in handling multiple tasks simultaneously
- Skill in organizing and relating information in an understandable format,
- Skill in job appropriate technology, including, but not limited to, Adobe Illustrator, Adobe Photoshop, Google Docs
- Skill as a photographer and videographer
- Skill in critical thinking and planning
- Able to serve as a professional ambassador and representative of the school

### **Working Conditions:**

- Required to work some nights and weekends
- Required to manage high to moderate levels of stress
- Required to work a minimum of a full school day
- Required to work in standard office and school conditions

### **Mental/Physical Demands:**

- Required to lift or carry office supplies, furniture, and equipment at a minimum of 35 pounds
- Required to maintain composure and avoid inappropriate displays of emotion
- Required to sit, stand, bend, stoop, reach, grab, pull, hear, see, and speak on a daily basis
- Required to perform repetitive physical tasks such as computer keyboarding, writing, and reading

**FLSA classification:**  Exempt

Non-exempt (hourly)

**School classification:**  Full-time

Part-time

Temporary

Other/seasonal

**Employee Certification**

All employees must adhere to the diocesan code of conduct and agree to represent the teachings of the Catholic Church when instructing or advising students, families, or other employees.

According to the Department of Labor, Texas is a “work at will” state. Letters of acknowledgement are not contracts, nor do they bind the employer or the employee to a pre-determined time or guarantee of employment.

By my signature below, I verify that a copy of this document has been provided to me and I have had an opportunity to review it and discuss its contents. I understand this document does not create or imply any employment contract or agreement, and is meant only to be a guide to me in my regular duties. I understand that tasks or assignments may be added or removed from the job description by my supervisor at any time, without prior notice.

Employee Signature \_\_\_\_\_ Date \_\_\_\_\_

Supervisor Signature \_\_\_\_\_ Date \_\_\_\_\_