

ARCHDIOCESE OF INDIANAPOLIS

JOB DESCRIPTION

Director of Marketing and Communications

I. IDENTIFYING INFORMATION

Position Title: Director of Marketing and Communications
Location: Bishop Chatard High School
Status: Full Time
FLSA: Exempt
Reports to: VP of Institutional Advancement
Supervises: Marketing and Communications Coordinator and Website Manager

II. PRIMARY FUNCTIONS

The Director of Marketing and Communication of Bishop Chatard High School advances the mission of the school through overseeing and executing the school's print and electronic communications program. In addition, the director of marketing and communication, in coordination with Vice President of Institutional Advancement, will help advance the strategic direction of the Bishop Chatard's marketing efforts, including all forms of internal and external marketing, communications and event promotions (publications, advertising, public relations, etc.), ensuring that all marketing and communication efforts are aligned with the school's strategic goal and mission. The position reports to the Vice President of Institutional Advancement.

III. POSITION CONTENT

A. ESSENTIAL FUNCTIONS

1. Prepare an annual marketing and communications plan
2. Prepare marketing & communications plans for appropriate individual events
3. Produce the *Bishop Chatard Trojan Today*, *Trojans for Life* magazine (2 times a year), *North Deanery News* (2 times a year), and Annual Report (1 time a year)
4. Edit the weekly parent newsletter prepared by communications coordinator
5. Coordinate & edit monthly alumni newsletter
6. Coordinate & edit monthly North Deanery newsletters
7. Coordinate e-marketing and social networking efforts with communications coordinator
8. Manage, place and design, as needed, advertisements in local publications
9. Design and create, brochures, invitations, postcards, signage, promotional materials and flyers for all necessary events/activities
10. Coordinate North Deanery outreach activities in collaboration with the Coordinator of Enrollment Advocacy designed to spotlight strengths of BCHS with North Deanery families.
11. Facilitate the creation, organization, and design of all program communications and marketing in coordination with the office of the President, Principal, and Campus Ministry
12. Manage media relations and create news releases to the appropriate media
13. Communicate to all faculty/staff the appropriate policies and procedures in regards to media contact
14. Maintain marquee schedule and facilitate new announcement to be posted
15. Photograph all necessary school events for use on all external marketing and communication efforts
16. Coordinate the information flow for the school website
17. Coordinate and facilitate the marketing committee meetings of the Board of Regents
18. Perform other tasks as directed by the Vice President of Institutional Advancement that help to support or advance Bishop Chatard High School
19. Publicize the summer camp program
20. Attend regularly scheduled Advancement Department meetings
21. Other duties as necessary to ensure efficient functioning of the School/ Parish/ Agency

IV. POSITION SPECIFICATIONS/REQUIREMENTS

A. Supervision

1. Guide and support the webmaster in the design, upkeep, and implementation of the school website
2. Oversee the efforts of the communications coordinator

B. Administrative

1. Attending the regularly scheduled Advancement Department meetings
2. Attending President Council meetings
3. Manage departmental budget
4. Meet regularly with the Vice President of Institutional Advancement to keep him informed of all marketing and communication efforts
5. Meet regularly with the Vice President of Institutional Advancement and enrollment manager and coordinator of enrollment advocacy, to create, organize, and execute a strategic plan focused on the recruitment of students
6. Create, organize, and facilitate internal communication flow in order to ensure all necessary, important, and timely information (for external communication purposes) is gathered
7. Meet regularly with the Vice President of Institutional Advancement and Executive Director of Development to create, organize, and execute strategic plan for materials and timelines to advance development strategic plan

C. SKILLS, KNOWLEDGE, AND/OR ABILITIES

1. Good organization and planning skills
2. Ability to organize and manage workload to meet deadlines
3. Ability to manage multiple employees in an effective manner
4. Good interpersonal skills
5. Self-motivated. Ability to work with minimal supervision
6. Ability to organize and manage workload to meet deadlines
7. Ability to handle multiple projects and priorities simultaneously
8. Ability to reach, bend, stoop, and stand for extended periods
9. Ability to lift up to 40 pounds
10. Willingness to foster the Church's mission

D. EDUCATION, TRAINING, AND/OR EXPERIENCE

1. Must be able to understand and to comply with the Archdiocese of Indianapolis Code of Conduct
2. Must be able to successfully complete the Archdiocese of Indianapolis Child Safety Training
3. Background screening required
4. Valid driver's license required

V. WORKING ENVIRONMENT

1. Environment- office setting and outdoors at times.
2. Exposures encountered- Hazardous materials, loud noise, extreme heat/cold, working in various weather conditions.
3. Physical demands, as applies: Regular Bending, stooping, stretching, walking, standing, sitting, and occasionally lifting 40 lbs.
4. Shift requirements: occasional nights, weekends, travel, on-call requirements.
5. Must be able to read and edit spreadsheets, email and other related tools related to the role.
6. Must be able to process and maintain large volumes of documentation.

7. Must be able to communicate extensively and effectively with staff and vendors via telephone/TDD, one-on-one conversations, face-to-face, public presentations, and written correspondence.
8. Must be able to sit or stand for extensive periods of time and navigate through the office.
9. Requires extensive use of keyboards and other administrative equipment.
10. Must be able to function within a moderate noise level office environment.
11. Ability to travel to and work regularly in the corporate office located in Indianapolis, Indiana is required

Date of job description: February 2024

Employee signature below indicates the employee has received a copy of this description and indicates the employee's understanding of the requirements, essential functions and duties of the position.

Employee Name:

Employee Signature:

Date: