



JOB DESCRIPTION

Position Title Director of Marketing and Communications	Incumbent(s) Open
Department Marketing	Reports to (Title) President
<p>Position Overview:</p> <p>Within the context of the school’s mission statement and policies of the BSM Board of Directors, the director provides creative, innovative leadership and facilitates program success in integrated marketing communications for Benilde-St. Margaret’s School, a college preparatory school in the Catholic tradition.</p> <p>Specifically, the director plans, directs, and facilitates the execution of as a part of the school’s Leadership Team:</p> <ul style="list-style-type: none"> • Programs that enhance the visibility and public perception of the school. • Activities that support the admissions, marketing, and development objectives of the school. 	
<p>Key Responsibilities:</p> <p>Specific responsibilities to advance these priorities include the following:</p> <p>Strategic</p> <ul style="list-style-type: none"> • Create and implement the strategic marketing and communications plan. • Manage Board of Directors strategic marketing initiatives. • Identify emerging marketing strategies and test their effectiveness and report on their results. • Collaborate with other departments to achieve student recruitment (inquiries) and fundraising goals. • Create and implement external communication strategy. • Create and execute a crises communication plan. • Serve as a member of the President’s Leadership Team. <p>Tactical</p> <ul style="list-style-type: none"> • Manage school website and digital content throughout the school • Lead school social media messaging 	



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- Determine, monitor, and evaluate the marketing and communications budget.
- Enforce BSM's brand standards.
- Plan, design, and develop effective advertising campaigns.
- Oversee the production of school publications, including the annual report, school directory, student handbook, course catalog, and event invitations and programs.
- Work with the alumni relations department to produce the *Crown & Shield*, the school's magazine for alumni, parents, and friends.
- Oversee the production of *Knightly News*, the school's weekly e-newsletter.
- Manage media relations, including writing press releases and cultivating relations with local media.
- Coordinate key internal vehicles of communication directed at faculty/staff.
- Participate in school-sponsored events as necessary.
- Work with the president and leadership on their messages.
- Manage print production of all marketing and promotional materials.
- Partner with a variety of groups for external and internal communications and marketing.

Leadership:

- Provide supervision, training, and professional development opportunities for all staff members in marketing & communications.
- Guide Leadership Team in relation to marketing and communication
- Embrace and help promote the school's mission.
- Supervise the Marketing and Communication staff

Teamwork:

- Willingness to lead
- Demonstrate excellent communication skills
- Respect others
- Accept feedback
- Work collaboratively
- Deal effectively with conflict



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Technology & Design Skills:

- Strong sense of visual design and communication principles
- Expertise with InDesign, Photoshop, Adobe, and social media platforms
- Expertise in video production

Problem Solving/Decision Making:

- Detect opportunities for improvement and suggest options.
- Determine and implement pertinent metrics.
- Follow process improvement standards and methods.
- Manage and measure outcomes of marketing and communications.

Interpersonal Skills:

- Strong positive communication skills
- Professional, approachable, and friendly demeanor
- Respectful attitude
- High level of integrity
- Efficient and organized work strategies
- Ability to handle difficult situations with tact and diplomacy
- Patient and calm presence
- Commitment to diversity
- Ability to inspire and persuade people from a variety of backgrounds and ages



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Education/ Experience (Minimum Required):

- Bachelor's degree in marketing, public relations, or communications related field
- Marketing and/or communications experience preferred
- Experience in supervision of professional level staff
- Commitment to professional development through continuous learning
- Discretion and good judgment in handling sensitive and/or confidential information and situations
- Ability to work well under pressure to meet deadlines; results oriented
- Willingness to do what it takes to get the job done
- Ability to write and edit well utilizing an engaging style with proper grammar and punctuation
- Strong presentation and public speaking skills

Numbers and Job Titles Reporting Directly to This Position:

- Marketing & Communications Specialist – 1
- Marketing & Communications Manager - 1

Completed by:

Reviewed by:

Employee

Supervisor

Date

Date



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Job Demands and Conditions Analysis:

Position Title: Director of Marketing and Communication

Department: Advancement

Check the appropriate frequency column for all requirements that apply to the essential functions of the job being described.

O = Occasional, less than 1 time per week

S = Some, less than 1/3 of the time

F = Frequent, from 1/3 to 2/3rds of the time

C = Consistent, more than 2/3rds of the time

Blank = not required

PHYSICAL REQUIREMENTS	O	S	F	C	ENVIRONMENTAL REQUIREMENTS	O	S	F	C
Sitting			X		Works alone	X			
Standing		X			Works with others				X
Walking		X			Customers contact				X
Lifting	X				Shift work				
Carrying		X			Extended day				
Pushing	X				Cold				
Bending at waist		X			Heat				
Twisting upper body		X			Temperature changes				
Climbing		X			Wet				
Balancing					Humid				
Kneeling					Noise				
Crouching					Confined area				
Crawling					High places				
Reaching		X			Work outdoors				
Working with hands				X	Work indoors		X		X
Working with fingers				X	Mechanical hazards				
Talking				X	Electrical hazards				
Hearing				X	Explosive materials				
Vision acuity - near				X	Fumes				
Vision acuity - far				X	Odors				
Depth perception			X		Dusts				
Field of vision			X		Mists				
Color vision			X		Gases				
Driving		X			Poor ventilation				