**Director of Communications**

**Summary**

The Director of Communications will report to the Chief of Staff and is responsible for the development and implementation of a comprehensive and dynamic communications strategy for the school. The Director serves as the designer for all internal and external communications, manages the website and is responsible for the school’s external marketing strategy. The Director is responsible for capturing our School’s life through various media including print, digital and video.

**Primary Responsibilities**

* Communications
	+ Develop external communications plan for the School
	+ Manage (with some support) MC’s external social media, website and print communications
		- Website; overseeing the updating of news stories, academic and sports information
		- Social Media; overseeing the updates of daily social media posts
		- Print Media; managing relationships with local press
	+ Help manage (with support) the creation of external content
		- Athletics: Help manage and write athletic game and Athlete of the Week recaps
		- Faculty / Staff profiles; help manage and write weekly profiles of our faculty / staff
		- Feature Stories; help manage and write feature articles about our academic clubs and interesting school news
		- Electronic weekly communications with families
		- Electronic monthly communications with alumni
	+ Manages crisis communications on behalf of the School
* Photography/Video
	+ Help manage and oversee all photography and photographers (website, screens, print materials for arts, athletics and academics) to tell the MC story.
		- Sort and archive all photos
		- Maintain connection with the Yearbook team
		- Take photos of campus events when possible
	+ Update all digital frames around school on a regular basis
	+ Work with Broadcast team to develop video stories (students, teachers, alums, etc)
* Website
	+ Maintain the vision of MC throughout our website
	+ Design web pages as needed (using content generated or needs identified by various departments)
	+ Maintain website for any pages / content that is out-of-date
	+ Coordinate with the Director of Admissions and Chief of Staff for the continuity of the MC message

**Qualifications**

* Bachelor’s degree with minimum 4-7 years of marketing and communications experience; Master’s degree preferred
* Strong writing and editing skills
* Experience preferred (with a willingness to learn at the minimum) with website design, social media usage and video editing platforms; Finalsite, Photoshop, Adobe Premier, Sprout Social and Adobe InDesign a plus
* Able to work cooperatively with other departments; self-starter with ability to organize and coordinate workloads in a timely and effective manner

**Salary Range** $60k - $80k (commensurate with experience)

All requirements are subject to possible modification to reasonably accommodate individuals with disabilities. Some requirements may exclude individuals who pose a direct threat or significant risk to the health and safety of themselves or other employees.

This job description in no way states or implies that these are the only duties to be performed by the employee occupying the position. Employees will be required to perform any other job-related duties requested by their supervisor.

**Physical Demands:**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee must be able to stand; walk; sit; use hands to finger, handle, or feel objects, tools or controls; reach with hands and arms; climb stairs; talk or hear. The employee must have the ability to occasionally lift and/or move up to 25 pounds. Employee must be able to communicate in person, by phone and by email. Specific vision abilities include ability to distinguish the nature of objects by using the eye.

**Work Environment:**

Supervisors are responsible for maintaining an environment that is free from discrimination, intimidation, coercion or harassment, including sexual harassment. Work is performed indoors and in an office setting. The noise level is usually low to moderate. While performing the duties of this position, the employee may be required to travel.

The job description does not constitute an employment agreement between the employer and Employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

Malden Catholic High School strives to provide an educational environment that affirms the rights and dignity of each individual, fosters diversity, and encourages a respect for the differences among persons. Discrimination or harassment of any kind is considered inappropriate. Malden Catholic High School is committed to equal opportunity in employment and education and does not discriminate on the basis of race, color, religion, sex, sexual orientation, or ethnic origin, age, veteran’s status, or against qualified disabled persons.