

MERCY HIGH SCHOOL
JOB DESCRIPTION

Job Title: Director of Strategic Communications and Marketing
Department: Marketing
Reports to: Head of School
FLSA Status: Exempt
Date: May, 2019

Summary: The Director of Strategic Communications and Marketing is responsible for communications, branding, marketing and public relations at Mercy High School. This includes, but is not limited to, developing marketing plans, branding, website management and updating, social media, analytics, media relations, print and broadcast communications and all digital communications.

Major responsibilities:

- Proactively maintain favorable relations with Mercy's internal and external audiences including: parents, alumnae, alumnae parents, faculty and staff, the surrounding community and the media.
- Responsible for maintaining and strengthening the school's overall brand by enforcing visual and written guidelines across all school communications and branded merchandise.
- Drive overall digital/web marketing efforts including paid search, search engine optimization, digital advertising, appropriate social media channels and email marketing.
- Create a comprehensive public relations strategy to best market the school to its external constituencies – including prospective students and families, community and alumnae.
- Serve as the editor and copywriter for the school magazine, print ads, email communications, press releases, social media and the website.
- Serve as publisher and editor of the website, acting as content manager and responsible for continuous updating.
- Manage creation and dissemination of printed publications for the school, administration, advancement office, admissions office and marketing.
- Collaborate with the admissions and advancement offices to develop annual marketing plans and coordinate production schedules to ensure deadlines are met.
- Develop and execute media relations and collateral materials for school events and initiatives.
- Manage all social media postings.
- Work with student interns.
- Actively monitor Mercy's online reputation.
- Coordinate and execute photography and videography.
- As needed, perform additional tasks to support the effective operation of Mercy High School.

Education:

Bachelor's degree in Journalism, English, Public Relations, Communications or Marketing

Competencies:

- Excellent writing and editing skills
- Copywriting and editing experience
- Excellent organization, communication and customer service skills
- Experience with marketing techniques and strategies including branding, email, SEO, content marketing, and thought leadership
- Experience with advertising tactics including SEM, display ads, social media and remarketing
- Proficiency in Google Docs, Microsoft Office, Adobe Creative Suite, CMS
- Knowledge of public relations procedures, techniques and methods including working with the media
- Experience in photography and video production
- Strong desire to support the mission of Mercy High School

Requirements:

- 4+ years of experience in Marketing Communications or Public Relations
- Able to work collaboratively and effectively with faculty, staff, administration, parents, students, alumnae and the community
- Able to exercise initiative, independent judgment and responsibility
- Must be highly organized and detail-oriented
- Able to manage simultaneous projects and multiple deadlines
- Able to maintain friendly and professional manner, especially under stress
- Ability to work nights, weekends and irregular hours as needed

Physical requirements:

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 is regularly required to talk or hear. The employee is frequently required to walk; sit; use hands to finger, handle, or feel and reach with hands and arms. The employee is occasionally required to stand and stoop or, kneel. The employee may be asked occasionally to travel from the main school building to Russell Hall which is downhill going; uphill returning. Specific vision abilities required by this job include close vision.