



OUR LADY
of
GOOD
COUNSEL
HIGH SCHOOL

Digital Design and Website Manager

The Digital Design and Website Manager reports to the Chief Marketing Officer and oversees all website content management and design. This position assures the coordination for timely, consistent, creative updates and enhancements to olgchs.org. One of the key aspects of this role is designing assets for a wide range of platforms, including social media, print and display advertising. The successful candidate will understand, support and design materials to represent the brand identity at Our Lady of Good Counsel High School.

Skills (3-5 years):

- Experience in web development, web content management and design
- Experience in digital and print design from concept to completion
- Print production management experience with outside vendors
- Knowledge with the Finalsite platform is preferred
- Ability to manage multiple projects
- Demonstrated leadership and ability to work collaboratively

Responsibilities:

- Manage the design and production for ongoing optimization of website, social media graphics, static and rich banners and email campaigns
- Maintain the “back pages” of the website to ensure orderly system, deleting old content and uploading new elements
- Manage the overall quality of the creative concept and its execution on assigned projects and events including:
 - Day of Giving, Giving Tuesday, Founders Day, Grand Celebration and Alumni events
- Create and send monthly email newsletter for Alumni and the Office of Admissions
- Communicate and be a storyteller for marketing and communications conceptual and directional choices
- Develop practices and processes to lead, inspire, innovate, and harness new ways of thinking creatively
- Maintain SEO (search engine optimization) to all webpages
- Oversee creative direction for The Counselor Magazine and Annual Report
- Review and approve all materials (digital and print) for brand identity
- Assist in maintaining the school calendar

For best consideration send resumes and portfolio to [Cheryl Plainte](#), Chief Marketing Officer by July 21, 2021.

About Our Lady of Good Counsel High School:

Our Lady of Good Counsel High School is a private, Catholic, college preparatory, coeducational high school in Olney, Maryland. It is located in the Roman Catholic Archdiocese of Washington.

Operated under the sponsorship of the Xaverian Brothers, Our Lady of Good Counsel offers students in grades nine through twelve, a wide array of programs and activities that advance academic excellence, foster spiritual growth, and encourage leadership and service to others. With a student body of just over 1,200, the school prides itself as being a community that promotes an inclusive environment, embodying the Xaverian Brothers' values of simplicity, humility, compassion, zeal, and trust.

The school was founded in 1958 as an all-boys school in Wheaton, Maryland. In 1988, the school became coeducational. During the 2006-2007 school year, the school relocated to a new, sprawling 51-acre, high-tech campus in beautiful Olney, Maryland.

[For more information visit olgchs.org.](#)

Non-discrimination:

Our Lady of Good Counsel High School does not discriminate in its educational and employment policies on the basis of race, color, national origin, ethnic origin, sex, age, disability, religion, sexual orientation. The following person has been designated to handle inquiries regarding the non-discrimination policy: Evelyn Nicholas at enicholas@olgchs.org.