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**Position Posting:** Director of Marketing and Communications

**Background Information:** Mother McAuley Liberal Arts High School, sponsored by the Mercy Education System of the Americas, is a Catholic college preparatory, all-girls high school, located on the southwest side of Chicago. With a balanced vision of academic excellence, cultural wealth in the liberal arts, athletic achievement, and a strong spiritual life, Mother McAuley is a place young women grow as compassionate, responsible, and productive Christian leaders. It is through our innovative liberal arts and college-preparatory program that students are equipped with the knowledge, skills, and confidence they will need to meet the demands of a fast-changing world as decision makers and leaders guided by strong Mercy values. *As such, we seek professionals who are committed and capable to fulfill this incredible mission.*

**Position Summary:** The Director of Marketing and Communications functions in accordance with the policies and procedures of Mother McAuley Liberal Arts High School and is accountable to the Vice President of Institutional Advancement. The Director of Marketing and Communications is responsible for developing and implementing the school's overall strategic communication plan encompassing the areas of social media, digital media, alumnae, parents, students, recruitment and donors. The Director of Institutional Marketing and Communications will create the vision by promoting and communicating a public relations program that positively positions Mother McAuley in the community and aligns closely with school's marketing campaigns and branding.

**Essential Duties:**

- Creates, produces and distributes a variety of communication items as the Brand Manager designed to enhance the school's mission, image and advancement program such as the Inscape Magazine.
- Prepares press releases, publications, and other communications materials for external and internal audiences including newsletters, direct mail pieces, correspondence and invitations.
- Develops special interest stories for media outlets highlighting student and faculty achievements.
- Builds strong working relationships with all internal and external constituents of the school.
- Supervises external designers, printers and vendors.
- Oversees the content on the Mother McAuley website and social media outlets to ensure that the website design and content enhances the school's image and enrollment potential.
- Assists the Alumnae Coordinator with the management of content for the alumnae online community website.
- Works closely with the Admissions and Recruitment departments to develop and implement the school's marketing plan including overall message, recruiting materials, advertisements, and special events.
- Develops the calendar of photography coverage with the outside yearbook vendor including candid photos at all sporting events.
- Oversees the inventory and distribution of school event photography files.

- Monitors the annual Marketing and Communications Office budget and is accountable for variances.
- Attends school programs and activities which could positively impact public relation efforts.
- Supervise the Digital Content Specialist.
- Performs additional duties as assigned by the VP of Institutional Advancement, President, and Principal.
- Provides support and serves as a liaison to select school organizations.
- Assists with special events sponsored by the President's Office, Principal's Office, and the Institutional Advancement Department as needed.
- Assists the President and Principal in representing the school to external and internal audiences.
- Becomes familiar with and accountable for all information promulgated in High School Manuals.
- Other duties as assigned by the VP of Institutional Advancement.

**Education/Experience:**

- Minimum of a Bachelor's Degree in Marketing, Communications or related field, Master's preferred
- 8-10 years of previous experience
- 5 years of previous leadership experience
- Must possess strong verbal and written communications skills and communicate effectively with a variety of internal and external audiences.
- Experience in an educational setting.
- Graphic design experience a plus.
- Proficient in Microsoft Office programs (i.e. Word, Excel, etc.), website maintenance and social media platforms.

**Contact:**

Judy Porch, HR Coordinator  
 jporch@mothermcauley.org

**Application Instructions:** Candidates should send a cover letter and resume with the position title in the subject line

**Additional Information:** We offer a competitive salary and a comprehensive benefits package including medical, dental, life insurance, and a retirement plan. Many opportunities to be involved in extra-curricular activities such as club moderator and coaching are also available. Participation in these activities is strongly encouraged and welcomed.

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*Mother McAuley is an equal opportunity employer and will consider all applicants equally.  
 Resumes will be accepted until the position is filled.*