



## Director of Marketing and Communications

*(Position Available Immediately)*

### Overview

Sacred Heart Academy Bryn Mawr (PA) seeks an experienced and dynamic Director of Marketing and Communications (DMC). Successful candidates will be strategic and visionary thinkers, creative communicators, and hands-on doers who are also capable of collaborating with staff and faculty, external vendors, and volunteers. The next DMC will have a bachelor's degree and five to ten years of relevant experience in marketing and communications, preferably at a school or non-profit organization. This is an essential role in the School's leadership. Enthusiasm, a strong work ethic, and impeccable organizational skills are key.

The DMC will oversee strategic planning and processes that yield integrated school-wide communications, inbound and outbound marketing, and public relations that support the school's mission; convey its commitment to diversity, equity, inclusion, and belonging with authenticity and sophistication; meet the needs of multiple constituencies and departments; and advance Sacred Heart Academy's standing in the local community and the broader independent school community.

The DMC will report to the Head of School, serve on the School's seven-member senior leadership team, and work in partnership with the Admissions, Advancement, and Academic Teams, as well as with other school individuals and groups as appropriate. The desire to work in a mission-driven organization in which creativity, the ability to work independently and as part of a team, excellent interpersonal skills, and an ability to meet deadlines, is essential. The ideal candidate has strong project management skills, proven design and copywriting skills, a passion for compelling story-telling, and is organized and detail-oriented.

Sacred Heart Academy (SHA) Bryn Mawr (PA) is a Catholic, independent college preparatory school for girls founded in 1865 by the Religious of the Sacred Heart of Jesus and lay-owned and governed since 1969. The School serves approximately 200 students in kindergarten through twelfth grade.

### Essential Responsibilities

- Create and execute an annual marketing and communications plan
- Manage the ongoing development of and adherence to a school-wide communications calendar
- Direct and manage internal and external communications to support attainment of the School's overarching goals



- Promote consistent branding, marketing, and communications standards across the organization
- Manage the SHA brand, style guide, and awareness efforts; ensure consistency of style and messaging across platforms
- Lead initiatives to build overall institutional reputation and convey SHA's character and how constituencies embody its core values
- Work with Head of School and Admissions, Advancement, and Academic teams to develop, align, and execute a content and marketing plan to support enrollment and philanthropy goals
- Develop internal and external promotional materials including management of and work with outside vendors such as design and print agencies
- Design, write, edit, and manage marketing communications for email, print, web, and social media
- Maintain and expand social media initiatives, providing counsel in best practices and current trends
- Build strong relationships with appropriate advertising representatives and ensure that SHA is represented regularly and appropriately in various media
- Balance high-level and daily operational communications as well as regularly scheduled emails, weekly parent newsletter, and similar pieces
- Collaborate with Head of School and other school leaders for media inquiries and to develop crisis response plans, as needed
- Take photographs of campus life and manage photo albums from a collection of submitted images; coordinate external photography and video projects
- Manage and analyze a marketing and advertising budget to create the best possible return on investment for enrollment and fundraising effectiveness
- Gather and analyze independent school research and utilize digital, website, and social media analytics for school leadership and the Board of Trustees and make informed decisions for future strategies
- Write and edit content and direct production for community-wide publications including *Vue du Coeur* - the School's magazine - and the Annual Report
- Provide recommendations regarding School's current and future communication platforms, including website(s), social media and public relations efforts
- Participate in school and/or community-wide events and programs to capture photo/video content
- Assume other duties as assigned by the Head of School

### Minimum Qualifications

- 5-10 years of experience in marketing, public relations, communications, journalism, or design preferred; school or non-profit organization experience preferred
- Bachelor's Degree in related field; advanced degree preferred



- Familiarity with independent schools and access to Main Line Philadelphia market insight, trend analysis, and consumer feedback
- Knowledge of web content management and email distribution/communication systems
- Fluency in common technological platforms, and the ability and willingness to learn new tools; fluency in and/or ability to learn all Google Suite applications, Adobe Creative Suite (InDesign, Photoshop, Illustrator) and video editing software, Blackbaud (SMS), Finalsite (website), Facebook Ad Manager, and Google Analytics is preferred
- Strong social media, photography, and videography skills
- High-level organization skills with attention to detail and strong project management skills
- Ability to think creatively, bring ideas to life, and work with a “can-do” style
- Ability to manage multiple priorities and projects in a fast-paced, collaborative environment
- Ability to develop and implement strategic campaigns and research-based communications plans
- Superior writing, editing, and advertising copywriting skills
- Excellent interpersonal communication skills
- Positive attitude, flexible approach, and a sense of humor
- Utmost discretion with confidential and sensitive information
- Eagerness to contribute positively to the Sacred Heart Academy community and uphold its Mission including a commitment to the Sacred Heart *Goals and Criteria*.
- Commitment to the diversity, equity, and inclusion work at the School
- Occasional night and weekend availability to attend events

To apply for this position: Please send a single PDF file that includes a cover letter, resume, and name/contact information for three professional references to [admin.opening@shabrynmawr.org](mailto:admin.opening@shabrynmawr.org). Please include the position title, Director of Marketing and Communications (DOMC), in the subject line.

**Deadline to apply is Monday, October 17, 2022.**

Sacred Heart Academy Bryn Mawr is part of a national network of 25 independent schools located in North America which share a common heritage and vision. There are more than 150+ Sacred Heart schools around the world providing an international campus for our students at Bryn Mawr through exchange programs, summer workshops, service opportunities, and use of the *SophieConnect* Network. Sacred Heart Academy is accredited by the Pennsylvania Association of Independent Schools (PAIS) and a member of the Association of Delaware Valley Independent Schools (ADVIS) and the National Association of Independent Schools (NAIS).

To learn more about Sacred Heart Academy Bryn Mawr, please visit <https://www.shabrynmawr.org/>



## **Mission**

Sacred Heart Academy educates college-bound women by cultivating their self-confidence, guiding them to realize their personal and scholastic potential and their responsibility to others, and by preparing them to meet life's challenges - all within an academic and religiously diverse community that focuses on spiritual values and the individual student.

Sacred Heart Academy Bryn Mawr commits itself to educate to the *Five Goals and Criteria* of a Sacred Heart education which unify us with the Network of Sacred Heart Schools.

## **Notice of Non-Discrimination**

The School provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training.

09.21.2022 | cjm