



## **Dominican Academy Director of Communications**

Since 1897, Dominican Academy has been educating young women in the Catholic tradition of Saint Dominic, offering a rigorous academic program distinguished by a firm commitment to values of truth, integrity, prayer, community, and service. As a Catholic, college-preparatory high school sponsored by the Dominican Sisters of Peace and located on the Upper East Side of Manhattan, Dominican Academy challenges and empowers intelligent young women to become spiritual, intellectual, moral, and socially responsible leaders in a global society.

### **Position Overview**

The Director of Communications has as her/his primary responsibility sharing the vision, mission, and values of Dominican Academy internally and externally through public relations and print and digital media efforts. The director provides leadership and strategic direction for the implementation and management of the school's communications and tells D.A.'s story so alumnae, students, parents/guardians, friends and new friends of Dominican Academy, better understand our mission and the lived experience of our four Dominican Pillars (Study, Service, Community and Prayer), and the charisma of the Dominican Sisters of Peace. Through word and image, publications, social media, videos and print, the director works to expand understanding and cultivate relationships so that Dominican Academy can continue to grow and flourish. The director will work closely with D.A. leadership, faculty, staff, board of trustees, as well as the alumnae and parents associations to understand, structure and implement messaging about the institution through developing and sharing our stories.

The Director of Communications of Dominican Academy reports to the President.

### **Responsibilities Include:**

- Serve as Editor in Chief of *VERITAS*, the alumnae magazine and the Dominican Academy *Annual Report*, working closely with the president and advancement to create and execute the editorial plan. This includes, writing and editing copy, art direction, design management, oversee photography, stories and alumnae class notes.

- Write and distribute the *Wednesday Weekly*, a weekly informational email sent to parents and guardians.
- Write and distribute additional communications as needed including the Friday Report for faculty and staff and the Student Dailies.
- Work with the Director of IT, the Director of Admissions and other key administrators, overseeing the Dominican Academy website content strategy. This includes providing content, adding functionality, optimizing images, adding links, and working closely with the website service provider to ensure the site is attractive, professional, informative, error-free and intuitive.
- Administer dedicated portal for parents and guardians.
- Develop and curate engaging content for the school's social media platforms and create and edit-written, video, and photo content to support a variety of departments including admissions and development.
- Interact with users and respond to social media messages, inquiries, and comments.
- Execute a results-driven social media strategy, review analytics and create reports on key metrics.
- Maintain a unified brand voice across different social media channels.
- Produce and edit the school's graduation livestream/video and other school wide events.
- Employ a style guide for all website content that maintains consistency for all print and content published.
- Manage the work of external contractors and consultants such as photographers, videographers, writers, editors and others.
- Manage communication with alumnae and friends, including reunions and special events.
- Work closely with admissions, development, the principal, and the president in coordinating the message of Dominican Academy.
- Provide strategic communications guidance and support to colleagues across the institution.
- Write and distribute press releases, utilize contacts in the Dominican world with regards to Dominican education, faith and justice, service learning, retreats, girl's education, church-state relations, the laity and the Church.
- Maintain media contact list and produce a list of Dominican Academy contacts/experts for the local and New York based national media.
- Serve as a resource for the president when dealing with the media. Serve as a resource for media writing stories about Dominican Academy and D.A. alumnae.
- Create a preparedness and response plan and a crisis communications plan.
- Draft correspondence, talks, and presentations for the president as required.
- Support the mission of D.A. and the work of communications and development by regular presence at events (Masses, sports, gala, plays, etc.)
- Other duties as assigned by the president.

**General Qualifications:**

- Ability to work collaboratively with external partners and colleagues throughout the school.
- Excellent communication skills: written, verbal and public speaking.
- Proficiency with all Microsoft Office, Google Classroom, G Suite and other relevant computer programs.
- Ability to manage multiple tasks, prioritize and meet deadlines.
- Possess high energy, attention to detail, and the ability to organize effectively

**Education and Specific Qualifications:**

- Master's degree in a relevant field preferred
- At least 2-3 years of experience
- A strong belief in the values and pillars of a Catholic Dominican education

**Salary Range (based on depth of experience)**

\$65,000 to \$71,000

**Application Process:**

Please send a cover letter that expresses the qualities or experience you possess that make you fit for this position and a current resume that includes dates for all degrees, certifications, and experience to:

[Careers@dominicanacademy.org](mailto:Careers@dominicanacademy.org)

Applications will be accepted until the position is filled. Review of applications and interviews will take place immediately with the position filled shortly thereafter.

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