



UNIVERSITY OF DETROIT JESUIT

HIGH SCHOOL AND ACADEMY

DIRECTOR OF COMMUNICATIONS/PUBLIC RELATIONS

Job Summary: The Director of Communications/Public Relations at U of D Jesuit is responsible for the development and implementation of a comprehensive and dynamic communications strategy for the school, reporting to the Director of Enrollment Management and Marketing. The Director serves as the creative architect for all internal and external communications and manages the work of the communications team.

Our Mission: University of Detroit Jesuit High School and Academy is committed to providing the highest quality Jesuit Catholic college preparatory education for young men throughout metropolitan Detroit. University of Detroit Jesuit, in collaboration with parents, will challenge its students to go beyond academic excellence, to be reflective, to be committed to the service of faith and promotion of justice, and to be “Men for Others.”

Our School: U of D Jesuit strives to develop graduates who are open to growth, committed to doing justice, loving, religious, and intellectually competent. Every employee must be committed to understanding, promoting, and modeling the mission and vision of U of D Jesuit in their day-to-day activity. U of D Jesuit prohibits the abuse and mistreatment of students and takes seriously any report of suspected abuse. Every employee is required to adhere to policies relating to boundaries with students, report any suspicious and inappropriate behaviors promptly, and attend abuse risk management training as scheduled.

Application Procedures: Submit cover letter, resume, and a completed non-teaching application form (located at the bottom of this web page) to Jobs@uofdjesuit.org.

U of D Jesuit reserves the right to close this posting prior to its original end date once a sufficient number of applications have been received.

Compensation: Commensurate with qualifications and experience. Full benefits package also included.

Reports to: Director of Enrollment Management and Marketing

Employment Category: Full-time, Exempt

Duties and Performance Responsibilities:

- Develop an external communications plan for the School to tell the U of D Jesuit story through all media channels.
- Develop, maintain and follow a Communications calendar.
- Generate communication and content for U of D Jesuit.
- Maintain brand consistency across all platforms.
- Manage relationships with local media.
- Oversee weekly communications meeting to identify stories, create assignments, and manage content.
- Monitor and manage all internal communications (Academic, Advancement, Administrative).
- Coordinate with Administration, Academics, Alumni and Advancement to ensure continuity and consistency of the U of D Jesuit message.
- Work with the President on internal and external communications, including speech writing for the President.
- Serve as editor-in-chief of the U of D Jesuit bi-annual Highlights Magazine.
- Edit internal/external communications to ensure proper messaging and adhere to AP Style Guide.
- Stay current on programs, positioning, and marketing and communication strategies developed by peer schools.
- Work with the Director of Enrollment Management and Marketing to develop annual advertising campaign.
- Work with Advancement Office to develop print and digital campaigns. Work with the Director of Enrollment Management and Marketing, and the Directors of High School and Academy Admissions on direct mail campaigns to prospective families.
- Continuously capture and analyze the appropriate social data/metrics, insights and best practices.

Oversight Responsibilities:

- Oversee the execution of media plans including traditional, social and digital media.
- Manage oversight of external print and electronic communications, including:
 - Web content.
 - Press releases, media pitches (including key talking points when appropriate) and media advisories.
 - Social media.
 - Digital marketing.
- Oversee the development of video stories (students, teachers, alums, etc.)
- Oversee (with support) athletics communications, including social media, weekly sports wrap-ups, and any special features/important milestones.
- Continually keep a finger on the pulse of what's happening on campus – Academy and High School – and manage the creation of media content -- both video and print.
- Manage and oversee all photography and photographers (website, screens, print materials for arts, athletics, and academics) to ensure the U of D Jesuit story is effectively told.

Additional Responsibilities

- Work with the Director Enrollment Management and Marketing to maintain the vision for the U of D Jesuit website.
- Assist in the designing of web pages as needed (using content generated or needs identified by various departments).
- Examine and analyze site traffic (in tandem with external partners).
- Regularly check website to ensure that all content and pages are up to date, accurate, and easy to navigate/use.
- Monitor search engine optimization (SEO) for optimal website traffic and SEO metrics of competitors.
- Maintain accurate copy on outside websites (e.g. privateschoolreview.com, Wikipedia, etc.)
- Manage and update all digital signage around school on a regular basis.
- Other duties and responsibilities as assigned.

Qualifications and Experience:

- Bachelor's degree or equivalent combination of education and experience, preferably in marketing and/or communications.
- Minimum five years of communications experience required.
- Web-based communications experience.
- Strong writing and editing skills.
- Demonstrated experience, preferably with independent school(s).
- Applicants proficient in Adobe Creative Cloud products, Google Workspace, Microsoft Office, online content management systems, and social media platforms will be favored.

Other Skills and Abilities:

- Must be willing to understand and embrace the Jesuit and Catholic tradition of U of D Jesuit, and develop a passion for the Mission of the School.
- Must attend required abuse risk management training.
- Must adhere to policies related to boundaries with students.
- Must accept responsibility for reporting any suspicious and/or inappropriate behaviors and follow mandated abuse reporting requirements.

Physical Working Conditions:

Must be able to lift light weight objects (1 to 10 pounds) with no repetitive bending or stooping.

Occasionally lift average weight objects (10 to 20 pounds).

Prolonged periods sitting at a desk and working on a computer.

Working Environment:

Regular exposure to favorable conditions such as those found in a normal office.

This posting documents the general nature and level of responsibility associated with this position. It is not intended to be a comprehensive list of all activities, duties and responsibilities required of incumbents. It is not intended to limit or modify the right of any supervisor to assign, direct and monitor the work of employees under their supervision.

University of Detroit Jesuit High School and Academy is an Equal Opportunity Employer and considers all candidates for employment equally regardless of age, color, national origin, race, sex, disability status,

protected veteran status, or any other characteristic protected by law. Because of its status as a religious entity the school may consider a candidate's religious affiliation in its employment decisions, consistent with State and Federal law.