

Director of Marketing and Communications

SEARCH PROSPECTUS



NOTRE DAME ACADEMY SCHOOLS OF LOS ANGELES

LOS ANGELES, CA

www.ndasla.org

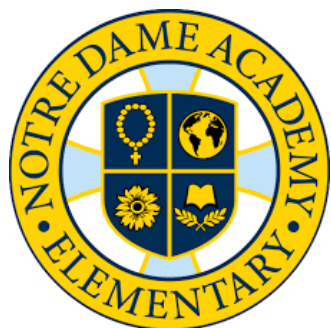
START DATE – IMMEDIATE OPPORTUNITY, NO LATER THAN AUGUST 2023

Partners in Mission School Leadership Search Solutions, LLC



Mission Statement

Notre Dame Academy is a Catholic, college-preparatory high school dedicated to educating young women to make a difference.



Mission Statement

Notre Dame Academy Elementary School, in the tradition of the Sisters of Notre Dame, is committed to providing a thoroughly Catholic, 21st century academic education, designed to nurture socially responsible citizens and challenge students to think strategically, act independently, and lead by example.



HISTORY

With a proud tradition of providing Catholic education since 1949, the Notre Dame Academy Schools of Los Angeles story reflects many throughout the country. Tracing modest beginnings in response to the vision of Reverend Mother Mary Cecilia and call to Sister Mary Bernard to “go out to California and build a house of love,” Notre Dame Academy Schools of Los Angeles first opened with the elementary school in 1949 and the high school the following year. In the fall of 2005, the school adopted the President/Principal model and established a Board of Trustees and a Board of Members, the latter comprised of Sisters of Notre Dame.

Since 2008, the elementary school and the high school have maintained their separate identities but share one President and a single Board of Trustees. In 2012, a corporate restructure was completed, merging the corporations of the two schools into one corporation, Notre Dame Academy Schools of Los Angeles, and establishing a separate foundation. The schools share the same modern and well-maintained campus. The Sisters of Notre Dame retain reserved powers as the member of the corporation but delegate the majority of the governance to the 20-member Board of Directors.

TODAY

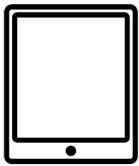
The TK-8th grade elementary school serves over 275 young men and woman. The all-girls high school provides a distinctive and sought-after college prep opportunity for over 250 young women in grades 9-12. Students from a wide geographic region call Notre Dame Academy Schools

FAST FACTS



275+

TK-8th students on campus



1:1

iPad



100%

Acceptance to Catholic
High School

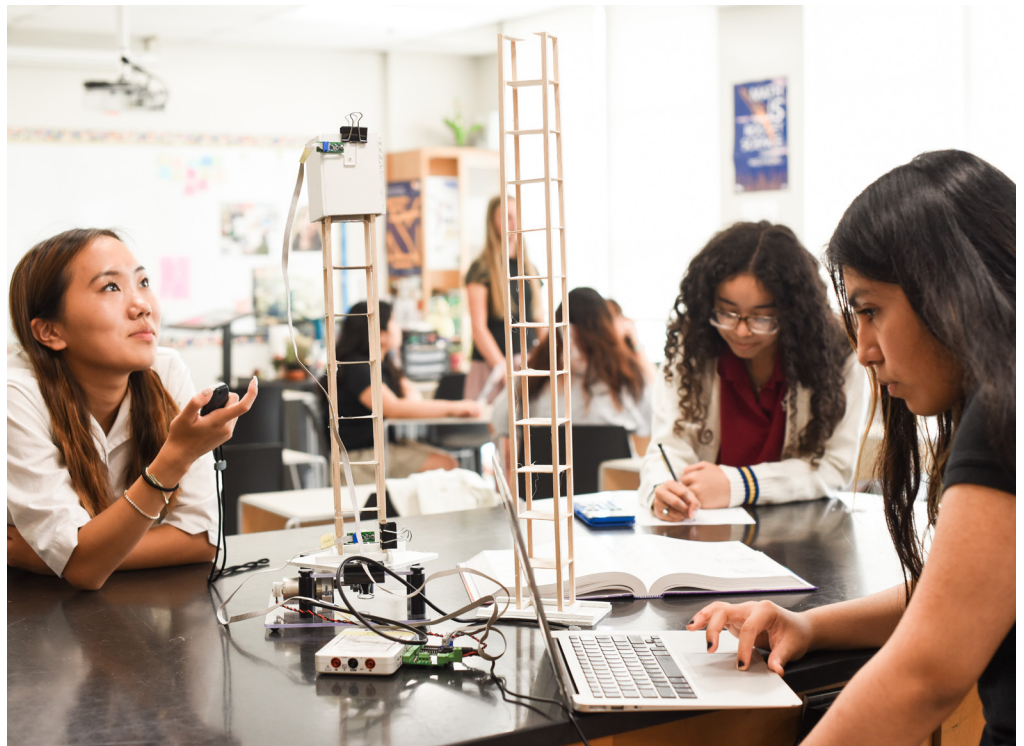
home, arriving from approximately 75 zip codes in the greater Los Angeles area. The school's student body is enhanced and enriched by its ethnic, cultural and socio-economic diversity: 8% African American, 12% Asian, 30% Hispanic, 36% white, and 14% multiethnic. While 75% of students identify themselves as Catholic, the school is welcoming to all faiths.

Notre Dame Academy Schools of Los Angeles is fully accredited by both the Western Association of Schools and Colleges and the Western Catholic Education Association and holds membership in the National Catholic Education Association. In 1992 and again in 1996, the United States Department of Education named Notre Dame Academy a Nationally Recognized School of Excellence, a blue-ribbon school.

ACADEMIC PHILOSOPHY

Notre Dame Academy Schools nurture the whole student by recognizing the dignity, uniqueness, and potential of each student. As a Catholic school, Notre Dame Academy encourages students to integrate learning and living in light of the Gospel message. In the spirit of St. Julie Billiart, and in the educational tradition and charism of the Sisters of Notre Dame, the Academy reflects God's goodness and provident care in its warm and welcoming atmosphere.

In light of Church teaching, parents and guardians are the primary educators of their children and therefore, Notre Dame Academy Schools partner with them to promote the growth of each student.





MOTTO

***Educating
Young
Women
to Make a
Difference***

Committed to forming students of faith, the school cultivates an environment that empowers each student to live Catholic values and to put their faith into action. Providing a myriad of opportunities for prayer, reflection, and service, Notre Dame Academy Schools encourages lifelong participation in the Church, as well as in the local and global community. The rigorous curriculum across all grades promotes excellence and is enhanced by technology and extra-curricular activities.

Notre Dame Academy Schools strive to develop the academic and leadership potential of each student and to provide the tools to develop self-confidence, set meaningful goals, and take the initiative to achieve them. Advisories – small group, student-centered spaces facilitated by a faculty moderator – provide not only an opportunity to build a relationship with a trusted adult on campus, but also a brave space to tackle the academic, social, and moral questions students face. Notre Dame Academy Schools cherishes each student as a reflection of God's goodness and prepares them to lead a life characterized by spiritual and moral growth, academic excellence, social responsibility, and a love of learning.

THE POSITION

The Director of Marketing and Communications has primary responsibility for the creation of a mission-driven marketing plan and its implementation strategies in order to enhance the branding, marketing, communications, recruitment, enrollment, and retention of Notre Dame Academy Schools of Los Angeles. The person must be a self-starter and storyteller, committed to the school's mission. The person should be energetic, welcoming, organized, collaborative, flexible, dependable and detail oriented. The Director works and collaborates with school leadership, the Director of Admissions, the Director of Advancement, the Director of Athletics, faculty and staff.



FAST FACTS



250+

High school students
on campus



75

Zip codes where students live



6,000+

Alumnae around the globe,
with many local to the greater
Los Angeles region



Essential Position Responsibilities include:

- Develop and implement a strategic plan for marketing and communications to effectively establish the school's value proposition relative to key competitors, to establish the school brand and to market the school and its programs to prospective families and feeder schools by telling the school's story through shareable social content such as website, printed materials, e-communication, special events, and other promotional vehicles (print publications/e-news) in order to meet ambitious enrollment and retention goals.
- Create and implement a robust digital marketing plan to include but limited to: the schools websites, search engine optimization, content marketing and online marketing (social media activities) to effectively promote the school to prospective and current families.
- Prepare materials to strategically brand and promote the school's visibility.
- Direct and support the schools' internal communications and retention efforts, including production of a bi-weekly newsletter.
- Produce school magazine two times/year including research, interviews, writing, editing, layout (with graphic artist), and printing.
- Coordinate marketing plans with advancement and admissions.
- Assist with and attend admissions events such as open house, admissions tours, special recruitment events, orientation for prospective school families and accepted student welcome events.
- Manage marketing budget.
- Provide assistance to the development and execution of strategic plans for admissions and advancement.

FAST FACTS



100%

Class of 2022 Matriculation to
four or two-year colleges



\$1M

Advancement dollars
raised annually

- Participate in the administrative leadership team.
- Model the values of and support the teachings of the Catholic Church.
- Support building and sustaining an inclusive and equitable working and learning environments for all students, faculty and staff.
- Other duties as assigned.

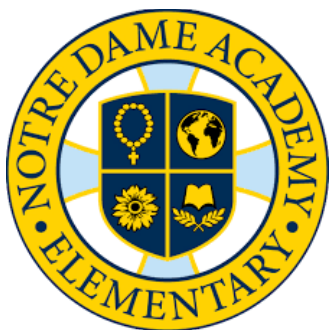
CHALLENGES AND OPPORTUNITIES

Notre Dame Academy Schools have made a significant investment of time and talent to establish a modern and fully staffed school advancement infrastructure upon which to build. Given the personal passion, experience, and leadership of its strong administrative team and Board, the new Director of Marketing and Communications will be ideally positioned to achieve the ambitious goals of this distinguished school community. By furthering its branding, marketing, and communications, the Director will be a key member of the school's advancement team as s/he capitalizes on its recent momentum and further confirm Notre Dame Academy Schools as a leader among America's finest TK-12th Catholic school communities.

The candidate selected for this senior leadership position will be expected to bring the energy, charisma and both the administration and best-in-class marketing and communication skills necessary for this school community to build on its extensive traditions and storied legacy, while delivering excellence in a Christ-centered and faith-filled Catholic education in the Sisters of Notre Dame tradition.

This is an immediate opportunity. Candidates are expected to be available to assume the responsibilities of the position as soon as practical, and no later than August 2023.





MOTTO

***Educating
Today's
Youth to be
Tomorrow's
Leaders***



EXPECTED QUALITIES AND CHARACTERISTICS

- Comfortable working in a Catholic school culture and community while serving as a lead communicator of the Notre Dame Academy Schools mission. Prior Catholic school experience is a plus.
- Bachelor's degree in Marketing, Communications, Business or a related field is required.
- 5+ years of experience in marketing and communications in a professional environment, with three or more years in a supervisory role preferred.
- Prior experience in secondary or higher education is preferred.
- Extensive experience in all aspects of Marketing and Communications including brand, print and digital marketing for various audiences.
- Exceptional verbal, written and communication skills.
- Strong organizational skills with a high attention to detail and time management.
- Creative leadership with ability to adapt quickly to a changing environment.
- Preference to candidates who have an understanding of admissions marketing, college admissions and fundraising.
- Capable of working with varying personalities.



- Computer proficiency is required, knowledge of Finalsite is a plus.
- Required work hours: A minimum of forty hours per week, plus other hours as may be necessary to complete job duties including occasional evening and weekend work.

APPLICATION PROCEDURE

To apply, please submit the following documents, confidentially, and as separate PDF attachments. Please include Notre Dame Academy Schools in the subject field.

- Letter of Interest that aligns your experiences and skill sets with the current needs of the school as you understand them.
- Current resume with all appropriate dates included.
- Samples of your recent marketing campaigns, designs, and communiques.
- List of five references with names, phone numbers and email addresses. No references will be contacted without your knowledge and approval.



Assemble all of the application materials in one email to:

Michael Furey, Partner
mikefurey@partnersinmission.com
Partners in Mission School Leadership Search Solutions, LLC
8 Nicklaus Way | Mashpee, MA 02649
570-730-2655 (Cell)
www.partnersinmissionslss.com



Partners in Mission School Leadership Search Solutions is the retained search division of Partners in Mission, the nation's leading full-service consulting firm focused exclusively on developing excellence in Catholic school advancement and leadership. As partners among ourselves and with our clients' missions, we value, understand, and embrace the importance of Catholic education in our personal and professional lives — and remain committed to ensuring its strength and vitality for years to come. Engaged by religious and school communities, boards and dioceses, our team of dedicated search consultants have identified and secured mission-driven professionals to serve in a myriad of diverse Catholic school and diocesan leadership positions from Massachusetts to Hawaii.

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