



MALDEN CATHOLIC

Leading Beyond

Assistant Director of Communications

Summary

The Assistant Director of Communications is an integral part of the Malden Catholic communications and marketing team who designs clear and effective communications for Malden Catholic families, students, faculty/staff, alumni, board of trustees, and other members of the Malden Catholic community. The assistant director creates content and graphics for all omnichannel digital and print communication including eblasts, social media, web content, advertising, yearbook and print publication, and event preparation in addition to media relations support to enhance MC's multi-segment community engagement.

The assistant director reports to the Director of Communications and works collaboratively with the admissions team, advancement team and school administration to tell the story of the school through the creation of compelling written and visual digital, print and direct mail content that is consistent with the institution's vision, mission and values. The ideal candidate will demonstrate enthusiasm for Malden Catholic and for telling its story across school communications and media platforms.

The assistant director must have a bachelor's degree in communications, public relations, journalism or related field, with a minimum of 3-5 years of communications experience. Must be an excellent writer and digital content creator who is comfortable working in a fast-paced environment and effectively able to distill complex information into clear, easily understandable content. **Interested candidates must apply with their cover letter, resume, and portfolio with marketing, graphic design, and writing examples to Elisa Camrell, Director of Communications at ecamrell@maldencatholic.org.**

Primary Responsibilities

A. Communications Strategy

- Design and implement omnichannel marketing strategies, collaborating regularly with the Director of Communications to develop comprehensive marketing programs for the school.
- Lead brand awareness efforts and craft engaging and timely social media content for internal and external audiences aligned to the school's mission, vision, and values.
- Ensure effective messaging across all constituent age groups, managing Malden Catholic's market position and identity.

- Manage relationships with local press; edit and write press releases, articles and print ads throughout the year.
- Monitor progress of all marketing campaigns, ensure adherence, and evaluate performance, market insight, trend analysis, and data-driven strategies.
- Participate in major schoolwide events throughout the year, collaborating with the school photographer/videographer to craft an effective media strategy; Capture live photos and videos to enrich Malden Catholic's digital library, social media presence, and website.

B. Print and Digital Communications

- Create and implement digital and print marketing strategies and content for the school's weekly newsletter, eblasts, social media, website and print.
- Effectively convey the unique qualities of a Malden Catholic education through digital and print communications to current and prospective families, leveraging the school's value proposition for all admissions efforts.
- Collaborate with the Advancement team to develop marketing campaigns and materials that will help build relationships with alumni, strengthen engagement, and assist the school in meeting its fundraising goals.
- Manage the production of communications design materials, publications, website content, newsletters, and admissions materials; Manage consistent messaging across all channels.
- Create, edit and update web content and images.
- Manage the project management of communications tasks and coordinate the production schedule with outside vendors.
- Prepare all signage, print materials, and media presentations for schoolwide events and initiatives.
- Manage yearbook production and consistently communicate with the yearbook team throughout the year, managing timelines and deadlines, and ensure the delivery of a high-quality yearbook that captures the essence of the school year.

C. Photography/Video

- Manage the photography scheduling and execution of student events and activities and other multimedia content that will contribute to the library of high-quality digital assets including photos, videos, and templates.
- Manage the digital library of assets on the Communications SmugMug site and YouTube channel.
- Take photos of campus events and day-to-day life of the school.
- Update all digital frames around the school regularly.

Basic Qualifications

- Bachelor's degree required.

- Demonstrated experience in communication with a minimum of 3-5 years of marketing, community outreach or related experience - including communications planning, writing, editing, graphic design, web, social media content production.
- Strong knowledge and experience deploying effective digital, social media and online strategies.
- Ability to oversee website strategy, content and development.
- Computer literacy, including proficiency with Microsoft Office, Adobe Creative Suite, Acrobat tools, knowledge of web design tools such as Open Scholar, WordPress and Canva.
- Proficiency in content management, social and desktop publishing programs such as Constant Contact and Sprout, a plus.
- Demonstrated experience writing and editing for print and digital publications.
- Ability to drive compelling, powerful messaging through strong writing and storytelling skills.
- Exceptional attention to detail.

Additional Qualifications and Skills

- Ability to manage projects from conception to implementation with proven record of creating project plans with deadlines and aggressive timetables for implementation and review of materials.
- Experience working with outside vendors and consultants, including the ability to set project milestones and keep internal and external team members on time and on budget.
- Strong leadership and interpersonal skills with proven project management abilities to work collaboratively with colleagues across departments.
- A successful candidate must demonstrate self-motivation, professionalism, flexibility and discretion.
- The ability to balance short-term and long-term deadlines, accept and process feedback and work collaboratively with colleagues at all levels are essential skills for this role.
- Flexibility, willingness to learn and desire to innovate.
- Strong attention to detail and superb organizational, project management and creative problem-solving skills.
- Skilled at diplomatically and successfully achieving goals in a complex, matrix environment.