



BISHOP LYNCH HIGH SCHOOL

Communications and Website Manager

Job Description

FLSA Status: Exempt

MISSION

Faithful to Catholic Tradition and to our Dominican heritage of scholarship and service, Bishop Lynch High School promotes the development of the total person by bringing together a diverse community in a rigorous college preparatory environment where students are taught to strive for excellence, seek truth, and work for justice in the world.

SUMMARY

The Communications and Website Manager is responsible for the implementation of the goals of Catholic education as outlined in *The Holy See's Teaching on Catholic Schools* (Archbishop Michael Miller):

- Inspired by a Supernatural Vision
- Founded on a Christian Anthropology
- Animated by Communion and Community
- Imbued with a Catholic Worldview
- Sustained by Gospel Witness

Qualified candidates will be driven and inspired by the mission of Catholic schools to form young men and women in a high school setting “who will be good citizens of the world, loving God and neighbor and enriching society with the leaven of the gospel, and who will also be good citizens of the world to come, thus fulfilling their destiny to become saints” (Miller 20).

The Communications and Website Manager is a creative and collaborative member of the Communications Team responsible for the design and maintenance of the primary school website and regular school communications through our internal portals and weekly newsletter. This role provides logistical, editorial, and back-end support to the Director of Communications role, enabling timely and targeted communications to a range of audiences. This position reports to the Director of Communications.

JOB EXPECTATIONS & RESPONSIBILITIES

Website Development and Backend Management

- Oversees the daily operation of the website including content, layout, marketing, and branding.
- Performs day-to-day maintenance of website and manages all technical issues through deep understanding of the website functioning and close working partnership with supplier.
- Troubleshoots in all areas including content, links, process flows, and log-in access and makes corrections directly or works with IT partners or vendor.
- Identifies and integrates opportunities for continuous navigation improvement and increased visibility of the website in web-based searches.
- Remains current with industry developments and evolutions to plan for future changes to the website.
- Reviews website statistics and provides regular reporting on usage and effectiveness.
- Works with the Director of Communications to evaluate third-party vendors for digital marketing.

Website Content

A CATHOLIC COLLEGE PREPARATORY SCHOOL OF THE DIOCESE OF DALLAS

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- Plans for and implements regular updates of web content in collaboration with departments throughout the school to maintain accurate and relevant information on the website.
- Supports the development of content for other BL-affiliated websites.
- Works with the photo/video/design professionals to ensure the website and other digital platforms feature high quality images and videos.

Constituent Information System

- Manages the communications functions of BL's constituent information system including the design and sending of system emails, building, and maintaining channels, gathering content and publishing news, and account troubleshooting for communications functions.
- Responsible for the parent/student and faculty/staff portal design, content gathering, and maintenance.
- Responsible for BLHS's weekly e-newsletter, specifically content gathering, layout, dissemination, and readership analytics.
- Identifies opportunities to streamline processes and procedures through the SIS functions.

Other Communications Roles

- Assists in the creation of graphics for digital platforms.
- Ensures accuracy of spelling, formatting, and information prior to and after release of all web content.
- Ensures consistent branding throughout all content.

QUALIFICATIONS & EXPERIENCE

- Bachelor's Degree or equivalent in graphic arts/web design or advertising and marketing.
- In-depth knowledge and proven experience in technical, content, and user-support aspects of website management. 3 to 5 years of experience required with knowledge of Finalsite platform and Veracross or similar SIS/CRM preferred.
- Strong communication and interpersonal capabilities that enable coordination and collaboration within the team and across departments.
- Problem-solving attitude focused on deepening knowledge through professional development.
- Superior written and verbal communication skills.
- Proficiency in Photoshop, Adobe Illustrator, and HTML preferred.

Qualified candidates should email their resume to resume@bishoplynch.org.