



INSTITUTION OVERVIEW

HISTORY: Founded in 1909 by the Sisters of St. Dominic from Newburgh, NY, the teachers and staff at Immaculata have long served students from many backgrounds and of various faiths from the Durham community and beyond. The Sisters believed that a Catholic education that demands academic excellence should be available to any family who sought such a foundation. More than a century later, Immaculata continues its legacy by educating students with the same focus and mission.

MISSION: The mission of the Immaculata Catholic School family is to build a community of learning under the patronage of Mary, the mother of Jesus. Relying on Gospel teachings and values, we view learning as a lifelong endeavor to grow spiritually, intellectually, socially, aesthetically, and physically. We commit to live as disciples of Jesus Christ and to be responsible citizens of the world.

ROOT BELIEFS: Immaculata operates on the following root beliefs:

- Every person is a beloved and unique child of God.
- Our diversity strengthens and unites us.
- God is present in all that we do.
- Like a family, ICS is a safe, loving and supportive place.
- Everyone can learn, and we are learning all the time.

CORE VALUES: IMMACULATA WAY OF LIFE (RISE)

Character development, faith formation, and academic excellence are inseparable at Immaculata Catholic School. All members of the Immaculata community are expected to embrace the following governing principles which promote our way of life:

- **Respect** God, self, and others. Recognize that every person has worth and act accordingly. Treat all people and all life with dignity.
- Be a person of **Integrity**. Always tell the truth and be responsible for your thoughts and actions.
- Live a life of **Service**. Ask, "What can I do for others?" Strive to use your gifts to make the world better for everyone.
- Produce **Exemplary** work. Show that you care for God, yourself, and others by consistently doing your best.

JOB DESCRIPTION

Position: Director of Communications/Operations

Immaculata Catholic School is seeking a full time Director of Communications/Operations for the 2024-2025 school year. The director of communications and operations will manage all school communications and manage all operations in the school, including events from athletics to on campus gatherings to facilities needs. The director will report directly to the principal in order to coordinate communications and operations strategically. The Director of Communications will also closely coordinate with the Director of Advancement to support advancement operations and communications.

Key Responsibilities / Day-to-Day Job Functions

Communications/Marketing:

- Maintain a high level of cohesive branding and messaging across all channels of communication, both internally and externally
- Responsible for generating content and graphics for a variety of materials, including advertisements, marketing materials, weekly newsletters, social media posts, and reports.
- Work closely with Administration to create and distribute important school-wide communications (for both parents and staff) and emergency alerts
- Compose, and schedule all school announcements via FACTS and other platforms
- Distribute and schedule weekly and quarterly newsletters featuring upcoming events, clubs, reminders and more
- Maintain school website and analyze website trends
- Capture high-quality photos of students and staff for promotional purposes
- Create regular social media posts on social media platforms (Facebook, Twitter, Instagram)
- Maintain and edit all school handbooks (Parent/Student, Faculty, Emergency, Technology, Athletics, Camp, etc.)
- Create ads and work with vendors to strategically place ads within budget
- Create and maintain marketing materials for admissions
- Obtain quotes and printing services from local printers
- Oversee the visual branding of the school
- Create ad content for the weekly church bulletin and share it with the parish liaison for weekly parish email
- Create static ads for church TV and virtual school Mass announcements
- Maintain accuracy and functionality of parent/faculty school FACTS app
- Create quarterly surveys and share results with the administration
- Oversee the internal file structure for staff including the organization and continuous file management within the file system
- Oversee all messaging/communications internally and externally to ensure its consistency and efficiency
- Act as Neighborhood and NCAIS liaison representative
- Assist with the file organization and submissions of school accreditations and certifications

- Create and order promotional materials for school events with local vendors to produce materials within budget (posters, invites, programs, certificates, shirts, stickers, etc.)
- Design annual school theme and maintain school bulletin boards
- Update school badges, business cards, stationary
- Work with facilities to maintain school signage
- Create parent signup forms for various school activities
- Compose press releases and establish relationships with media outlets to generate positive news stories
- Maintain communications departmental budget

Operations:

- Director of all school-wide Events: Oversee all coordination efforts, event procedures, and planning documents including facility set-up/breakdown, tech tickets/follow-ups, and catering coordination. (admission info sessions, holiday programs, assemblies, In-service meetings, heritage celebrations, fundraisers, field day, music programs, graduations)
- Assist the Advancement Director in fundraising planning/coordination efforts, spreadsheets, mailing, and other tasks associated with Advancement Director duties.
- Manage and post all job openings including the review and pre-screening of all potential prospect applications for the DOS/Assistant Principal to contact.
- Manage the organization current/future project timelines and, in collaboration with the principal, manage and provide direction for the following positions, your direct reports:
 - Facilities Director
 - Director of Technology
- Coordinate school facility decorations for holiday celebrations
- Oversee all carline director responsibilities with the Chief of Staff
- Work with the Chief of Staff to create the faculty duty responsibilities
- Oversee field trip forms and the approval process

Minimum Requirements

- Minimum level of Education:
 - Degree in Communications, Education, School Leadership or Administration
- Minimum amount of Work Experience: 5 years
- Years of related work experience: 5 years
- Area of related work experience:
 - Teaching in K-12 education
 - Communications

Preferred Qualifications

- Excellent writing skills with meticulous attention to detail
- Experience with website design/creation and maintenance as well as online communications applications
- Knowledge of design concepts and software
- Willingness to shift and pivot as needed to address emergent events

- Work collaboratively with team but also self-direct and produce work autonomously

Software used:

- InDesign, Canva, Adobe, Teams, Google Calendar
- Word, PowerPoint Outlook, SharePoint, Google Docs, Google Sites, Excel
- Weebly, Mailchimp, Signup Genius, Finalsity, Cognia, Blue Ribbon
- FACTS MGMT System, School Info App, SchoolPass

Hours and Expectations:

- 12-month staff employee with reduced hours during the summer months, per instructions of school principal and as needed
- 7:15-4:30 hours daily M-F (additional hours may be needed at discretion of principal)
- Holidays and vacation in accordance with all 12-month employees

Job Type: Full-time; Administrative, 12-month

Salary: Starting at \$42,500. Salary commensurate with education and experience.

Benefits:

- 401(k)
- 401(k) matching
- Dental insurance
- Employee discount
- Flexible spending account
- Health insurance
- Health savings account
- Life insurance
- Paid time off
- Vision insurance
- Vacation (2-weeks annually)

Schedule: Monday to Friday; Hours 7:15-4:30

Education: Bachelor's (Required)

Work Location: In person