



POSITION DESCRIPTION

Job Title: Communications and Advancement Specialist

Reports to: Director of Advancement

Summary: The Communications and Advancement Specialist is responsible for design, implementation and management of communication strategies targeting media, donors, potential families, current families and employees to promote the values of SMCS. The Specialist will assist with events, fundraisers and support alumni engagement efforts.

Job Responsibilities:

- Responsible for the production and management of system publications including print, fulfillment and distribution
- Works with Director of Advancement on the annual communications plan
- Partners with Marketing and Media Specialist on web presence including SEO and organic and keyword search
- Works closely with the Marketing and Media Specialist to develop/maintain quality social media content to support and expand SMCS digital presence
- Proof and distribute system bi-weekly e-newsletters, create and distribute Alumni Newsletter
- Assist with maintaining online system calendar
- Proof/edit all major publications/collateral/communications
- Assist in the preparation and drafting of various communications
- Collect info, prepare and distribute talking points for BOT and faculty/staff
- Prepare awards applications for groups or individuals
- Work with president to prepare corporate board report
- Assist with alumni events; class reunions, homecoming, holidays, fundraisers
- Network with current students and recent graduates to highlight alumni relationships
- Assist in leveraging social media and other forms of communication (print marketing, newsletters, direct contact, and email blasts) to drive alumni engagement
- Assist liaison for reunion committees and alumni gatherings
- Assist with maintaining all database records to ensure consistent communication
- Grow the volunteer involvement across all system events
- Assist with alumni recognition through year end awards and hall of fame inductions
- Capture the heart and story of alumni to weave into the history of SMCS
- Works with other departments on coordination and communication with events
- Champion the community building at SMCS through internal and external events and fundraisers
- Assist with awards applications for groups or individuals
- Other duties as assigned

Qualifications:

- Bachelors degree in communications, hospitality, public relations or related field is preferred
- Well-organized with strong multi-tasking abilities
- Excellent written and verbal communication skills with the ability to communicate with and serve a variety of stakeholders including alumni, donors, parents and students
- Networking savvy
- Resilience and adaptability
- Unbridled creativity, cutting-edge ideas
- Ability to maintain confidential information
- Strong belief in Catholic education

I accept the above responsibilities and by signature indicate my willingness to enthusiastically participate in the implementation of the faith community. I am able to perform the above duties with or without reasonable accommodations.

Print Name: _____

Signature: _____

Date: _____