



DIRECTOR OF COMMUNICATIONS

About Carondelet High School

A Catholic community welcoming to all, Carondelet empowers and equips young women to change their worlds. The school provides extraordinary college and career preparation and a supportive “Sisterhood” of 800 classmates that motivates our students to be their best selves. Notably, Carondelet is the only single-sex secondary school for young women in Contra Costa County.

Under President Bonnie Cotter, Carondelet has taken significant strides in recent years toward achieving the strategic goal of “becoming a National Model for excellent, innovative education for your women spirited in the Catholic tradition.” These strides include raising gifts of \$15,000,000 and \$8,000,000, expanding course offerings and curricular innovation, and opening the new Carondelet Athletics Complex. The school has engaged Simpson Scarborough, a nationally recognized firm to conduct a market research project in the summer of 2018 and anticipates launching a brand campaign in the 2018-19 academic year.

For more information on Carondelet High School, please visit www.carondeleths.org.

The Director of Communications

The Director of Communications plays a crucial role in building Carondelet’s reputation and expanding our visibility. He/she is an exceptional writer and efficient editor. As production manager for all external publications, the Director sustains a high level of both editorial and design quality. The Director also leads the Schools’ community relations initiatives, an area identified by President Cotter as a high strategic priority.

The Communications Office is the most reliable source for timely, accurate and engaging information for current families, alumnae and the greater community. The department’s publications consistently demonstrate why Carondelet is the school of choice for young women in the East Bay and instills pride throughout the Carondelet community with stories about student, faculty, and alumnae successes.

The Director reports to the Chief Advancement Officer, serves on the School’s Senior Leadership Team and collaborates closely with the Directors of Digital Media, Development, Admissions, Alumnae Engagement and Capital Campaign on overall institutional advancement.

Essential Responsibilities

- Exceptional written and verbal communicator who is adept at framing, positioning, and influencing

- Passionate, mission-driven, and inspiring brand ambassador
- A multitasker with the ability to juggle multiple projects at one time and deliver results under deadline.
- Creative and resourceful thinker
- Ability to respond flexibly in a fast paced, deadline-driven environment
- Highly organized with the ability to prioritize deadlines/deliverables
- Effective leader who coaches and mentors colleagues and strategically prioritizes tasks
- A team player, who collaborates easily and contributes to the success of the School's senior leadership team
- A lifelong learner who is dedicated to continuous professional improvement
- Masterfully networks with community partners, prospective partners, civic and business leaders, neighbors, and prospective families
- Demonstrates enthusiasm for collaboration and innovation
- Stays abreast of business and industry trends and has an entrepreneurial mindset

Technical/Professional Responsibilities and Accountabilities

- Lead implementation of Carondelet High School's brand identity, to ensure a consistent and compelling message, look, and feel; ensure all marketing and communications materials reflect the School's mission, vision and core values
- In partnership with the Director of Digital Media, develop and implement a comprehensive communications content management program for the School that conveys the compelling and consistent brand messages for all constituents (students/parents, prospective families, alumnae, donors, community-at-large) through a variety of vehicles
- Oversee design, production, and distribution of communications projects, with priority given to communications to external constituents, including: brochures, e-newsletters, flyers, signage, invitations, event programs, strategic presentations, and advertising
- Develop and implement an on-line communications project intake process for use by all faculty and staff requesting either digital or print collateral
- Produce and edit at least two issues annually of *The Carondeletter*, the school's magazine, distributed to all constituents. Strives to continually improve the quality and impact of the magazine's design, writing, and visuals
- Collaborate with the enrollment, alumnae engagement, development and campaign offices to develop and execute marketing campaigns
- Oversee and coordinate the production of promotional materials and events to enhance the image of the School in the greater Contra Costa community, attract students and engage alumnae, parents, and current and potential donors
- Cultivate opportunities for local media coverage and build relationships with key members of the news media; manage incoming media requests and opportunities, and the writing and distribution of press releases and calendar announcements
- Act as a liaison between Carondelet and various constituencies to raise the visibility of the School, increase its participation in community events and organizations and strengthen

relationships with parishes, nonprofit organizations and civic leaders

- Develop metrics and processes that help measure communications impact and reinforce the School's culture of achievement and accountability
- Advise the President, senior administration, and board of trustees on external communications and other matters as appropriate
- Maintain and implement the Carondelet's crisis communications plan
- Accountable for the development and administration of the department's budget
- Identify and manage vendor partners who provide subject-matter expertise and services in support of the Communications/marketing program

Qualification Requirements

- Outstanding ability to write clear, engaging copy for a variety of media executions
- Extensive editing experience and extensive work with writers, photographers, graphic designers and printers
- Solid knowledge regarding the principles of journalism and communications
- Word processing, web design, social media and desktop publishing experience
- Previous responsibility for crisis communications
- Familiarity with enrollment and fundraising in non-profit, educational institutions
- Familiarity with faith-based educational community a plus
- Management of projects from start to finish
- Excellent leadership, organizational and communication skills
- Collaboration and problem-solving skills
- Bachelor's degree in Journalism, public relations, communications, or related field
- Minimum of five years professional public relations, journalism or marketing communications work

Please submit your cover letter, resume and salary requirement to:

<https://www.carondeleths.org/about/employment-opportunities>