



JOB DESCRIPTION

NAME:

TITLE:

REPORTS TO:

DATE:

Director of Marketing & Communications
Chief Financial Officer
September 1, 2019

Check applicable interactive boxes below:

☒ Exempt ☐ Non Exempt ☒ Full-Time

Position Summary:

This position assumes overall responsibility for communications, public relations, brand, and marketing efforts for O'Dea High School. The role works in conjunction with all departments within the school to create communication materials that meet all brand requirements and are timely, effective, strategic and professional. The person will also lead social media efforts and ensure the school website is fresh and up to date.

Responsibilities and Activities:

- 1. Manage all marketing and communication efforts to ensure they include effective and timely communications, appropriate branding, and optimal outreach. (60%)**
 - a. Create external materials ensuring the messages they contain are strategic, effective, and timely.
 - b. Serve as gatekeeper for all publications confirming brand identity is maintained.
 - c. Work with internal departments to gather relevant stories and information to include in publications.
 - d. Produce content for publications.
 - e. Coordinate and manage photography of school events and daily activities for use in publications and social media. (non-yearbook)
 - f. Review and edit content to ensure information is relevant, accurate, and meaningful.
 - g. Ensure content and photographs in publications are arranged for optimal engagement.
 - h. Manage subscribers to e-publications to ensure we are reaching appropriate community members and our email lists are up to date.
 - i. Ensure we are communicating with our constituents via the most appropriate channels (mail, email, Mail Chimp, website, social media, etc.).
 - j. Direct and manage vendors, consultants, and contractors, for marketing and communications purposes.
 - k. Support enrollment efforts to prospective students and their families.

2. **Oversee website to ensure information is accurate, up to date, and O'Dea is shown in the best light possible (20%)**
 - a. Serve as website content editor, providing the vision for web communication and design.
 - b. Work with internal groups and departments to gather and organize web content to ensure the website appropriately reflects the many activities of O'Dea and is a place our community can find up to date information.
 - c. Be aware of changes to school operations and activities that may affect the website and update as needed.
 - d. Regularly monitor the website and update it with timely information.

3. **Manage ongoing marketing, merchandise, and advertising efforts (10%)**
 - a. Review advertising opportunities and evaluate for effectiveness.
 - b. Manage school merchandise program within the budget to ensure our community has the opportunity to purchase logo wear that is reflective of O'Dea.

4. **Manage and implement social media plan (10% of time)**
 - a. Ensure there is an appropriate social media strategy in place to support the use of effective social media while recognizing there is a limited amount of resources to support it.
 - b. Review O'Dea affiliated social media to ensure it is in compliance with our social media policy and it reaches our community in a way that reflects our social media strategy. Recommend changes as necessary.
 - c. Manage internal team to update each social media outlet with timely information.
 - d. Stay informed of new ways to use social media and make recommendations regarding its use as deemed appropriate.

The above statements describe the position as it exists now. They are not intended to be an exhaustive list of all responsibilities, duties and skills required in this position. It may be redesigned or reorganized at management discretion at any time.

Approvals:

Employee

Date

Supervisor

Date