



JOB DESCRIPTION

TITLE:	Marketing & Communications Manager
REPORTS TO:	Chief Financial Officer
DATE:	September 1, 2024

Exempt Non Exempt Full-Time

Position Summary:

This position leads and manages O'Dea High School's marketing, branding, and communication efforts. The role works in conjunction with all departments within the school to ensure timely, effective, strategic and professional communication. This position plays a critical role in enhancing O'Dea's image, enrollment management, fundraising, and strong community connection.

Responsibilities and Activities:

1. Develop and implement comprehensive marketing and communication strategies aligned with O'Dea's mission and goals. (20%)

- a. Conduct market research to identify opportunities and challenges.
- b. Create and implement annual marketing and communications plans.
- c. Review messaging on an annual basis and ensure all communication efforts include the appropriate relevant messaging.

2. Create content for communication materials. (25%)

- a. Serve as gatekeeper for all publications confirming brand identity is maintained.
- b. Collaborate with faculty, staff, and students to generate compelling stories and content that highlight the school's strengths and achievements.
- c. Oversee and produce high-quality content for various platforms including the website, semi-annual community magazine, admissions and fundraising materials, and other print materials.
- d. Coordinate and manage photography of school events and daily activities for use in publications and digital media. (non-yearbook)
- e. Direct and manage vendors, consultants, and contractors, for marketing and communications purposes.
- f. Support enrollment efforts to prospective students and their families.

3. Event Promotion and Enrollment Management (20%)

- a. Coordinate marketing efforts for school events including enrollment events, fundraisers, and community outreach programs.

- b. Ensure effective promotion and coverage of events to maximize attendance and engagement.
- c. Work closely with the Admissions Office to develop and implement strategies to attract and retain students.
- d. Analyze enrollment trends and data to inform related marketing and communication efforts.

4. Manage and implement digital marketing (25% of time)

- a. Develop and execute digital marketing plan and campaigns for social media, email marketing, videos, and website management.
- b. Analyze and report on the effectiveness of digital marketing efforts, using insights to optimize future campaigns.
- c. Serve as website content editor, providing the vision for web communication and design.
- d. Manage subscribers to e-publications to ensure we are reaching appropriate community members and our email lists are up to date.
- e. Be the expert in the use of our email communications platform to ensure we are using it creatively and effectively.

5. Manage merchandise (5%)

- a. Manage school merchandise program within the budget to ensure our community has the opportunity to purchase logo wear that is reflective of O'Dea.

6. Other Duties as Assigned (5%)

- a. Carry out other responsibilities not specifically addressed in this job description.

PART II. Minimum Qualifications – Indicate the minimum education, experience and skills needed to satisfactorily perform the responsibilities of the position.

Minimum Education Required - Check one box:

HS Diploma Associate Degree BA/BS Masters PhD/MD

If experience will be considered in lieu of a degree, list the level of experience/education that will be considered.

5 - 7 years of experience in marketing and communications

List any Professional License/Certification Required (i.e., LMSW, LCSW; CPA; CFRE):

NA

Minimum Experience/Skills/Competencies Required (e.g., Time Management, Communication):

Excellent skills in time management, marketing, communication, and organization. Ability to prioritize work and work well with many people.

Technical/Other (e.g. Data Management – knowledge of specific database software, the ability to extract and analyze data; knowledge of Microsoft Office Suite; knowledge of financial law, tax codes):

Experience with websites, social media platforms, and design software.

PART III. Physical Demands/Work Environment - The physical demands and work environment described here are representative of those that must be met by an employee to successfully perform the essential functions of this position. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Physical Demand	Never	Occasionally (up to 25%)	Frequently (26-75%)	Constantly (76% or more)
Walking		X		
Bending		X		
Standing		X		
Stooping		X		
Sitting				X
Climbing	X			
Driving		X		
Traveling		X		
Extended hours and/or nights and weekends as needed		X		
Lifting up to 50 lbs. with or without assistance		X		
Lifting over 50 lbs. with assistance	X			
Stretching/reaching				X
Distinguish smell/temperature				X
Hearing				X
Seeing				X
Speaking and communicating effectively with all people including some with diverse backgrounds				X
Operating computer and standard office equipment				X
Hand/finger dexterity				X
Motor skills and hand-eye coordination				X
Exposure to hazardous materials	X			
Exposure to outside activities that could include extreme temperatures or inclement weather		X		
Other:				

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.

Salary: Any offered salary is determined based on internal equity, internal salary ranges, market data, applicant's skills and prior relevant experience, degrees, and certifications. The salary range for this position is \$70,000 to \$90,000.

Benefits: A comprehensive package of benefits is offered including two medical plan options, dental, vision, life, accidental death and disability, long term disability, pension, 403(b), HSA, FSA, and generous sick leave, vacation, and holidays.

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.