

Send cover letter, resume and three (3) professional references to:

Employment@mercyhs.com

Job Title: Marketing and Communications Director – Full-Time

Our Lady of Mercy School for Young Women (OLM), an institution known for its tradition of excellence, is seeking a Marketing and Communications Director.

Job Summary:

The Marketing and Communications Director drives the creation and execution of the marketing, public relations, branding, strategic positioning, advertising, and constituent communications of Our Lady of Mercy School for Young Women. This position reports directly to the President/CEO (with a partial reporting to the VP of Advancement) and provides day-to-day logistical support to President/CEO and all academic/business divisions at the discretion of the President/CEO.

Essential Duties and Responsibilities:

- Leads the multitude of projects related to the marketing and communications, public relations, advertising, and branding of Mercy. Oversees the design and implementation of comprehensive marketing plans that support the overall profile of the school in recruitment and fundraising efforts.
- Establishes and monitors departmental budget.
- Serves as primary writer for a variety of collateral and communications within compressed timeframes. Includes, but not limited to, press releases, magazine articles, emails, speeches, constituent letters, website content, and social media posts.
- Performs day-to-day updates and timely maintenance of the web site, particularly the Student/Parent Portal. Upload utilitarian documents such as menus and forms. Ensure content and link accuracy.
- Develops content, monitors, and updates Mercy's social media outlets on a regular basis, including Instagram and Facebook posts and stories. Follows local and national trends and maintains Mercy as a leader in social media.
- Proactively and reactively engages Mercy's academic-side faculty as well as business-side staff related to marketing and public relations needs and collateral development. Ensures proper and consistent usage of Mercy brand, proper grammar, etc. Works closely with a variety of vendors to ensure high-quality design and printing within budget.
- Researches, writes, and publishes Mercy's weekly Parent Update eblasts and other email communications via Constant Contact.
- Interacts with media representatives to proactively pitch Mercy stories, story follow-up, and maintain accurate database of media representatives.
- Conducts research on a variety of subjects necessary to keep the President/CEO and other senior leadership fully knowledgeable as it relates to media engagement, parent/student communications, etc.

- Fulfills requests for marketing sponsorships and advertising from feeder schools and external organizations.
- In charge of school-wide professional photography/editing (and potentially videography).
- Monitors and responds to inquiries submitted to Mercy's info@mercyhs.com e-mail address.
- Other duties as assigned.

Education and/or Work Experience Requirements:

- Proven proficiency in writing a multitude of internal/external communications and collateral pieces to a variety of audiences and mediums. NOTE! Upon request, an extensive portfolio of writing examples will be required prior to scheduling a job interview.
- Exemplary communication (written, verbal, presentation) and interpersonal skills.
- Bachelor's degree in marketing, public relations, communications, or related field. Minimum five to 10 years of public relations, marketing, or communications experience.
- Detail-oriented person with strong organizational skills, ability to prioritize and manage multiple projects effectively.
- Proficiency with Microsoft Office (Word, PowerPoint, etc.) and Google applications (Drive, Docs, Sheets, etc.). Knowledge of InDesign, Photoshop, and Lightroom strongly desired. Ability to quickly learn new PC- and web-based programs is critical.
- Possess and demonstrate a high level of integrity, warmth, confidence, positive outlook, and a strong work ethic.
- Ability to interact effectively and earn the respect of all the constituencies of the school community including the administration, staff, faculty, the Board of Trustees, alumnae, parents, and others.
- Experience with high-quality photography highly desirable.

Physical Requirements:

- Work in this classification is considered medium-to-high physical work requiring the exertion of up to 30 pounds of force to move objects.

Other Position Requirements (in accordance with ADA requirements):

- Sensory: Able to read fine print in written documents and use visual discrimination in reading documents, including color discrimination. Distinguish normal sounds with some background noise, as in answering telephones, etc. Able to speak clearly and make self-understood while also understanding others using the English language.
- Reasoning/Cognitive Ability: Frequent need to understand and communicate concepts behind specific ideas and the theories behind several related concepts. Must be able to frequently remember multiple tasks/assignments given to self and others over long periods of time with frequent interruptions. Must be able to continue work started another individual.
- Environmental Conditions: Functions in a general office environment under normal conditions.
- Equipment: Ability to operate personal computers and standard office equipment.
- Mathematical Skills: Ability to calculate figures and to apply concepts of basic math.
- Language Skills: Ability to read and interpret documents such as safety rules, operating and maintenance instructions and procedure manuals. Ability to write reports of moderate complexity and general correspondence.

- Physical: Stamina able to push, pull, lift or carry objects up to fifty pounds. Perform moderately difficult motor skills such as operating computer keyboard. Frequently walk, stand, and sit for prolonged periods of time.

*Our Lady of Mercy School for Young Women is the only college preparatory, faith-based private school, exclusively for young women. We welcome all girls entering grades six through 12 — inclusive of all incomes, races, and faith affiliations — who are seeking an alternative to public school or who wish to continue to pursue a faith-based education. Mercy builds life-changing **competence**, confidence, and **compassion** that prepares and inspires young women to achieve the highest level of success in college, in career, and in the community.*

Equal Opportunity Employment Policy

Our Lady of Mercy School for Young Women has a clear vision: to be a place where a diverse mix of talented people want to come, to stay, and do their best work. Helping us achieve this vision is our policy to provide equal employment opportunities to all applicants for employment, consistent with federal, state, and local laws. Accordingly, all applicants for employment are to be treated without regard to race, color, religion, sex, age, national origin or citizen status, disability, sexual orientation, marital or veteran's status, or any other status protected by law. This policy pertains to every aspect of an individual's relationship with the school, including but not limited to recruitment, selection, compensation, benefits, training, promotion, transfer, discipline, or termination.