

# ARCHDIOCESE OF INDIANAPOLIS

## JOB DESCRIPTION

### Director of Marketing and Communications

#### I. IDENTIFYING INFORMATION

Position Title: Director of Marketing and Communications  
Location: Bishop Chatard High School  
Status: Full Time  
FLSA: Exempt  
Reports to: VP of Institutional Advancement  
Supervises: Marketing and Communications Coordinator and Website Manager

#### II. PRIMARY FUNCTIONS

The Director of Marketing and Communication of Bishop Chatard High School advances the mission of the school through overseeing and executing the school's print and electronic communications program. In addition, the director of marketing and communication, in coordination with Vice President of Institutional Advancement, will help advance the strategic direction of the Bishop Chatard's marketing efforts, including all forms of internal and external marketing, communications and event promotions (publications, advertising, public relations, etc.), ensuring that all marketing and communication efforts are aligned with the school's strategic goal and mission. The position reports to the Vice President of Institutional Advancement.

#### III. POSITION CONTENT

##### A. ESSENTIAL FUNCTIONS

1. Prepare an annual marketing and communications plan
2. Prepare marketing & communications plans for appropriate individual events
3. Produce the *Bishop Chatard Trojan Today*, *Trojans for Life* magazine (2 times a year), *North Deanery News* (2 times a year), and Annual Report (1 time a year)
4. Coordinate and edit the weekly newsletter
5. Coordinate & edit monthly alumni newsletter
6. Coordinate & edit monthly North Deanery newsletters
7. Collaborate with Social Media Specialist on e-marketing and social networking efforts.
8. Manage, place, and design, as needed, advertisements in local publications
9. Create in conjunction w various departments and social media specialist brochures, invitations, postcards, signage, promotional materials, and flyers for all necessary events/activities
10. Coordinate North Deanery outreach activities in collaboration with the Coordinator of Enrollment Advocacy, designed to spotlight the strengths of BCHS with North Deanery families. In conjunction with...
11. Facilitate the creation, organization, and design of all program communications and marketing in coordination with the office of the President, Principal, and Campus Ministry
12. Manage media relations and create news releases to the appropriate media
13. Communicate to all faculty/staff the appropriate policies and procedures regarding media contact
14. Maintain marquee schedule and facilitate new announcements to be posted
15. In collaboration with Social Media Specialist, photograph all necessary school events for use on all external marketing and communication efforts
16. Coordinate the information flow for the school website
17. Coordinate and facilitate the marketing committee meetings of the Board of Regents
18. Perform other tasks as directed by the Vice President of Institutional Advancement that help to support or advance Bishop Chatard High School
19. Publicize the summer camp program
20. Attend regularly scheduled Advancement Department meetings
21. Other duties as necessary to ensure efficient functioning of the School/ Parish/ Agency

#### IV. POSITION SPECIFICATIONS/REQUIREMENTS

##### A. Supervision

1. Guide and support the webmaster in the design, upkeep, and implementation of the school website
2. Oversee the efforts of the Communications Coordinator and Social Media Specialist.

##### B. Administrative

1. Attending the regularly scheduled Advancement Department meetings
2. Attending President's Council meetings
3. Manage departmental budget
4. Meet regularly with the Vice President of Institutional Advancement and members of the marketing and communications department as needed, for all to keep abreast of marketing and communications efforts
5. Meet regularly with the Vice President of Institutional Advancement and the Director of Enrollment to create, organize, and execute a strategic plan focused on the recruitment of students
6. Create, organize, and facilitate internal communication flow to ensure all necessary, important, and timely information (for external communication purposes) is gathered
7. Meet regularly with the Vice President of Institutional Advancement and Director of Fund Development to create, organize, and execute strategic plan for materials and timelines to advance the fund development strategic plan

##### C. SKILLS, KNOWLEDGE, AND/OR ABILITIES

1. Good organization and planning skills
2. Ability to organize and manage workload to meet deadlines
3. Ability to manage multiple employees in an effective manner
4. Good interpersonal skills
5. Self-motivated. Ability to work with minimal supervision
6. Ability to organize and manage workload to meet deadlines
7. Ability to handle multiple projects and priorities simultaneously
8. Ability to reach, bend, stoop, and stand for extended periods
9. Ability to lift up to 40 pounds
10. Willingness to foster the Church's mission

##### D. EDUCATION, TRAINING, AND/OR EXPERIENCE

1. Must be able to understand and to comply with the Archdiocese of Indianapolis Code of Conduct
2. Must be able to successfully complete the Archdiocese of Indianapolis Child Safety Training
3. Background screening required
4. Valid driver's license required

#### V. WORKING ENVIRONMENT

1. Environment- office setting and outdoors at times.
2. Exposures encountered- Hazardous materials, loud noise, extreme heat/cold, working in various weather conditions.
3. Physical demands, as applies: Regular Bending, stooping, stretching, walking, standing, sitting, and occasionally lifting 40 lbs.
4. Shift requirements: occasional nights, weekends, travel, and on-call requirements.
5. Must be able to read and edit spreadsheets, email and other related tools related to the role.
6. Must be able to process and maintain large volumes of documentation.

7. Must be able to communicate extensively and effectively with staff and vendors via telephone/TDD, one-on-one conversations, face-to-face, public presentations, and written correspondence.
8. Must be able to sit or stand for extensive periods of time and navigate through the office.
9. Requires extensive use of keyboards and other administrative equipment.
10. Must be able to function within a moderate noise level office environment.
11. Ability to travel to and work regularly in the corporate office located in Indianapolis, Indiana, is required