



Immaculata
CATHOLIC SCHOOL
WHERE FAITH AND KNOWLEDGE GROW

National Blue Ribbon School
since 2012

Communications Director

Responsibilities

- Maintain a high level of cohesive branding and messaging across all channels of communication, both internally and externally
- Generate content and/or graphics for advertisements, marketing and event materials, weekly newsletter, social media, website, reports, and more
- Work closely with Administration to create and distribute important school-wide communications and emergency alerts
- Write press releases and establish relationships with media outlets to generate positive news stories
- Collaborate with local vendors to produce materials that are on budget
- Capture high-quality photos of students and staff for promotional purposes
- Maintain a departmental budget

Required Skills

- Excellent writing skills with meticulous attention to detail
- Experience with website creation and maintenance as well as online communications applications
- Knowledge of design concepts and software
- Willingness to shift and pivot as needed to address emergent events
- Work collaboratively with team but also self-direct and produce work autonomously

Minimum Requirements

- Minimum level of Education: Bachelor's Degree
- Minimum amount of Business or School Communications Experience: 5 years