

# TOTINO-GRACE HIGH SCHOOL

## DIRECTOR OF STRATEGIC MARKETING & COMMUNICATIONS

August 12, 2021

### JOB DESCRIPTION

Totino-Grace High School, a Catholic Lasallian, college-preparatory, co-educational school for grades 9–12, located in Fridley, Minnesota, is currently seeking a full-time Director of Strategic Marketing and Communications.

Reporting directly to the President, the Director is responsible for developing, managing, and executing marketing, communications, public relations, and branding initiatives including: visual and social media content, digital and print publications, advertising and promotions, media and public relations, video production, and vendor partnerships.

### RESPONSIBILITIES TO TOTINO-GRACE AS A CATHOLIC SCHOOL:

It is not an essential prerequisite that every employee of Totino-Grace is Catholic. However, all employees are expected to respect the teaching of the Church and support the school's mission.

### JOB REQUIREMENTS

#### PRIMARY DUTIES

- Establish the tone and graphic design of school communications, social media, marketing and promotional materials.
- Plans, designs, oversees, and executes production of all print and online publications and communications, including: social media, online presence, admissions, summer camp materials and other brochures, articles for local press, photos and video production, and content for main lobby and hallway video screens.
- Provides strategic direction to graphic design, photography, and videography efforts.
- Writes and edits letters, emails, articles, etc. to support school initiatives.
- In collaboration with the Assistant Director of Enrollment, oversee posts to Totino-Grace's social media platforms, including Facebook, Instagram, Twitter, YouTube, and LinkedIn.
- Leads the marketing and communications efforts of the Advancement and Admissions Departments, including the development of strategic marketing and communications plans that support alumni/donor relations and drive enrollment.
- Serves as editor of Totino-Grace's alumni and community magazine, *The Continuum*. (Manage content collection, writing, editing, production, and distribution.)
- Oversees Totino-Grace's website, including writing, editing, and posting content.
- Develops the school's crisis communications plan.
- Carries out the goals established in the 2020-2025 Strategic Plan.
- Heads the marketing committee of the Board of Directors and develops agendas.

- Works collaboratively with all departments and activities leaders to develop compelling content, ensure brand uniformity, and promote the school.

## **PROFESSIONAL AND PERSONAL SKILLS**

- High level of professionalism: conduct all matters with a high level of professional, ethical conduct.
- Marketing and communications acumen: the ability to develop and execute plans regarding branding, advertising, public relations, publications, video production, digital media, and events.
- Strategic thinking and sense of urgency: seeks out opportunities with key staff members to anticipate marketing and communications needs, prepare action plans, and develop strategies to produce desired results.
- Use of metrics: analyzes performance metrics to increase effectiveness of digital marketing campaigns and website content.
- A commitment to the mission: doing what should be done regardless of office hours or job description.
- Leadership and collaboration: the ability to lead and be led, work collaboratively with internal and external partners, and manage direct report staff.
- Communication skills: exceptional written, oral, interpersonal, and presentation skills and the ability to effectively interact with diverse constituent bodies.
- Budget responsibility: takes control of available designated assets and is accountable.

## **EDUCATION AND EXPERIENCE**

- Minimum of Bachelor's degree in marketing, communications, or related field (marketing preferred).
- Five or more years of experience in marketing/communications roles, preferably in education.
- Experience with strategic management of a brand and its voice through diverse media to generate results.

Compensation will be commensurate with experience.

Position will remain posted until filled.

To apply for this position, send a resume, letter of interest, and three letters of recommendation to:

Jane Naumann  
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1350 Gardena Avenue NE  
Fridley, MN 55432  
jane.naumann@totinograce.org