

CATHOLIC SCHOOLS OF GREATER KALAMAZOO

JOB DESCRIPTION

School: Catholic Schools of Greater Kalamazoo (CSGK)

Job Title: Communications Director

Location: Hackett Catholic Prep

Position Information

Reports To: CSGK President

Supervises: TBD

Terms of Employment: 52 weeks

Hours of Employment: 1820/year

Please submit a cover letter, resume and portfolio items including a writing sample of a special interest story, social media campaign sample and examples of a communication plan you have prepared or sample for this position.

Job Summary

The Communications Director is responsible for the design and production of planned communications programs for our three schools in the CSGK system and manages all communication project efforts through collaboration with all functions within CSGK.

Education, Experience, Skills Knowledge, Qualifications and Abilities

1. Believes in the mission of Catholic education and is fully committed to its success in Greater Kalamazoo.
2. Works collaboratively with all constituents including parents, students, alumni, administrators, faculty, staff, friends of our schools, Diocese offices and other CSGK divisions (Advancement, Business Office & Technology).
3. Able to identify and effectively organize and motivate volunteers.
4. Possesses strong interpersonal communications skills, both oral and written.
5. Demonstrates a proven, successful record in designing, implementing, managing and analysis of communications plans.
6. Bachelor's degree and one to two years related experience and/or training or equivalent combination of education and experience.
7. Demonstrates a technical excellence in relevant computer technologies including web design, InDesign, Photoshop, Facebook, Twitter, Instagram, and Snapchat. Is proficient in Microsoft Office.

Performance Responsibilities

1. Plans, writes and implements strategic communications plan to achieve effective messaging of the CSGK Mission and each CSGK schools Mission through print, internet and social media.
2. Jointly manages annual budget and financial reporting with other functional areas with guidance of CSGK accounting staff.

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3. Manages development and distribution of communication materials in collaboration with Administrators, Advancement and CSGK Board
4. Creates and coordinates advertising schedules and placements plan with approval from CSGK Board.
5. Manages the publications related to CSGK in collaboration with other functional areas in CSGK.
6. Works closely with graphics artists, content owners and web developers in design and usability of web sites.
7. Maintains CSGK websites in collaboration with functional areas.
8. Develops and maintains relationships with media and other vendors and service providers.
9. Analyzes communications programs and adjusts strategy and tactics to increase effectiveness.
10. Provides post-event reports, analysis, and regular status reports on communications programs.
11. Plans and conducts focus groups and other research to evaluate effectiveness of communications and identify trends needing to be addressed.
12. Liaison with Diocese of Kalamazoo, Office of Communications.
13. Tracks, collates and maintains inventory of communication materials online and in original distribution format.
14. Assists with messaging for Administrators for functions i.e. Open Houses, Auctions, Parent meetings, Ceremonies and as requested.

Physical Requirements and Work Environment

Semi, climate-controlled room with moderate noise levels. Housed at Hackett Catholic Prep.

Evaluation

Annually

Employee Signature: _____ Date: _____

Administrator/Director Signature: _____ Date: _____

This job description is for informational purposes only and does not constitute an offer of employment