

**Director of Marketing
Saint Joseph School
Fairhaven, Mass.**

Basic Function

Reporting to the Principal and working with volunteers, the Director of Marketing will lead, plan, direct and implement overall strategies for all enrollment on behalf of St. Joseph School in order to raise the school's visibility, and assist it in continuing financial security and independence. Director will oversee and actively participate in the creation, design, budget and production of regularly produced events. Additionally, the Director will coordinate all advertising, publicity, and public relations and serve as the school's spokesperson when so designated by the Principal.

The primary objective of the Director of Marketing is to create and communicate a compelling story about St. Joseph School. This message should lead to increased admission applications.

Major Responsibilities

The Director of Marketing will be expected to:

- Know the history, culture, traditions and constituencies of the school; understand the educational philosophy; know all marketing and communications activities.
- Drive increased engagement with prospective and current constituencies
- Design strategies and implement concrete plans to increase student enrollment and maintain prospective student and family interest
- Design strategies and implement concrete plans to capitalize on increased visibility of the school to drive increased contributed revenue
- Keep current digital activities: website, online campaigns, and social media
- Create and execute a plan that regularly places the school in local media.
Manage all messaging in the media
- Engage actively in professional development in order to remain current in best practices related to independent school communications, emerging social media.
- Participate actively in the work and success of St. Joseph School and provide support for school events and administrative jobs as requested

Personal Characteristic

The successful candidate should be:

- A mission-driven individual with a belief in and commitment to Catholic education and St. Joseph School's mission and values

- A good listener and strategist; comfortable receiving input from many sources, and able to analyze and formulate disparate information into a sound, well-organized plan
- Intrepid yet tactful; determined yet respectful of others' concerns; someone with the flexibility and creativity needed to find alternative ways to reach objectives when barriers arise; a skilled negotiator who does not drive him/herself or others into a corner
- A team builder – confident and competent, with strong skills in management and leadership; one who understands the subtleties of motivating and directing a diverse group of personalities with different work styles
- A hard worker with a high energy level; a “doer” with a willingness to work hands-on in developing and executing a variety of development and advancement activities
- Emotionally mature with a very good sense of humor and the flexibility and sensitivity to work with diverse personalities and situations.

Please forward a cover letter and resume to

Faith Piazza

Principal

St. Joseph School

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