



TITLE: Marketing and Communications Manager

DEPARTMENT: Development

REPORTS TO: Development Director

FLSA STATUS: Exempt

EMPLOYMENT STATUS: Full time

Position Summary:

We are seeking a creative and analytical individual to join our team with the ability to apply a range of disciplines and platforms to engage donors and companies, philanthropic campaigns, and build awareness of Cristo Rey Jesuit High School (CRJ). This position plays a critical role in Admissions, Development and Corporate Internship Program (CIP) initiatives, marketing programs and multi-channel communications. The Marketing & Communications Manager will develop and manage the marketing and communications plan.

Essential Functions:

- Develop, manage and implement Cristo Rey's Marketing and Communications Plan to engage a range of audiences including: current and potential CIP partners, current and prospective families, current and potential donors, and alumni.
- Serve as creative leader, project manager, editor, and principal writer for a wide range of print and electronic projects including annual reports, brochures, CRJ website, newsletters, social media platforms, case materials, press releases, stewardship articles, and other materials.
- Propose stories, columns, and editorial content to print, broadcast and digital media outlets.
- Collaborate with internal stakeholders including program directors, teachers, and staff, to understand the goals and impact of new and existing programs.
- Develop strong collegial relationships with internal stakeholders including teachers, students and families to understand both the need and impact of programs.
- Capture, edit, and share video/photo content from school events (using school DSLR camera or phone camera).
- Establish metrics to monitor marketing and communications activities and determine the effectiveness and impact of the marketing and communications strategy.
- Work closely with Admissions, CIP and Development on event programs, incorporating key messaging into recruitment, fundraising, cultivation and stewardship events.
- Leverage CRJ's events to reinforce the mission, expand awareness, and attract financial support.
- Strategize and manage Cristo Rey's organizational social media presence on the following platforms: Facebook, Instagram, YouTube, LinkedIn and Twitter.
- Maintain Cristo Rey Jesuit's school-wide style guide, branding and graphic standards.
- Serve as a front facing ambassador for Cristo Rey Jesuit

Minimum Qualifications (Knowledge, Skills, Abilities):

- Personal commitment to the school's mission.
- Four-year college degree, required.
- 2-3 years of communications and/or marketing experience preferred.
- Demonstrates strong written and verbal communication skills.
- Clear, concise, and engaging writing ability.
- Strong photo, video, and copy editing skills and attention to detail.
- Ability to initiate and manage effective working relationships with internal and external partners.
- Proficient in Microsoft Office, Google applications, social media applications, and graphics software.
- Demonstrated ability to authentically capture and amplify a wide range of voices and embody a commitment to institutional diversity, equity, and inclusion.
- Nuanced understanding of social media best practices and a keen eye for developing cultural trends.
- Proactive and independent development of work plans, timelines and budgets.
- Self-starter with demonstrated ability to work independently, think critically, and tackle challenges.
- Flexibility to work varied hours for events and meet deadlines.
- Ability to travel to Cristo Rey Jesuit and on offsite at partner locations.

To apply: Email a cover letter and resume to hr@crstoreybalt.org. No phone calls, please.

Physical Demands and Work Environment: The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this position. Reasonable accommodations may be made to enable individuals with disabilities to perform the functions.

While performing the duties of this position, the employee is regularly required to talk or hear. The employee frequently is required to use hands or fingers, handle, or feel objects, tools or controls. The employee is occasionally required to stand; walk; sit for long periods of time; reach with hands and arms; climb or balance; and stoop, kneel, crouch, or crawl.

The employee must occasionally lift and/or move up to 40 pounds. Specific vision abilities required by this position include close vision, distance vision, color vision, peripheral vision, and the ability to adjust focus. This position will be working primarily indoors in a climate controlled, smoke free office environment, but also requires the employee to be in the outdoors on an infrequent basis. From this movement, the employee will encounter varying temperatures. The noise level in the work environment is usually moderate.

Disclaimer: This job description in no way states or implies that these are the only duties to be performed by the employee(s) incumbent in this position. Employees will be required to follow any other job-related instructions and to perform any other job-related duties requested by any person authorized to give instructions or assignments. All duties and responsibilities are subject to possible modification to reasonably accommodate individuals with disabilities. To perform this job successfully, the incumbents will possess the knowledge, skills, and abilities to perform each duty proficiently. Some requirements may exclude individuals who pose a direct threat or significant risk to the health or safety of themselves or others. The requirements listed in this document are the minimum levels of knowledge, skills or abilities. This document does not create an employment contract, implied or otherwise, other than an "at will" employment relationship.

The company is an Equal Opportunity Employer, drug free workplace, and complies with ADA regulations as applicable.