The Academy of the Holy Names is an independent, Catholic, coeducational elementary school and a college preparatory high school for young women, sponsored by the Sisters of the Holy Names of Jesus and Mary.

Our mission

The Academy of the Holy Names is a Catholic, independent school founded and guided by the Sisters of the Holy Names of Jesus and Mary. In a faith community of exceptional love, the Academy empowers students to be authentic individuals who, in pursuing their highest academic potential, engage in critical thinking, are inspired by creativity, and lead culturally aware, spiritually rich lives.

Director of Marketing and Strategic Communications

The director is responsible for the strategic planning and implementation of a comprehensive marketing and communications program that is aimed at strengthening and growing the school’s image, enrollment and resources. The director will promote and increase the visibility of the value proposition of the Academy to internal and external audiences alike, all while ensuring the school is represented in a clear, consistent, and compelling voice.

The position serves the AHN community, including the Parents and Alumni associations. The director needs to be a leader, manager, collaborator, strategic thinker, excellent writer and creative storyteller.

**Reports to:** President; this position is a full-time, 12-month position starting July 1, 2022.

**Qualifications:**

* A bachelor’s degree in one of the following areas: marketing, communications, journalism, or digital media/marketing management.
* Minimum of 5 years of experience in marketing and/or communications role. Knowledge of independent school is a plus.
* Embraces, models, and champions Catholic education and will be eager to learn, embody, and clearly articulate the vision and values of the Sisters of the Holy Names of Jesus and Mary.
* Excellent verbal and written communication skills with great attention to detail.
* Strong leadership, interpersonal, organizational and managerial skills
* Outstanding collaborator who works positively and productively with colleagues to achieve common goals.
* Ability to translate brand and media strategies into engaging and creative concepts across print and digital media platforms and in concert with marketing campaigns.
* Fluency in social media and knowledgeable of digital marketing and traditional media strategies.
* Strong technology skills, especially Microdoft Word, Powerpoint and Excel. Familiarity with project management software and student information systems is a plus.

**Responsibilities:**

* Oversee the branding of the Academy of the Holy Names across all departments, divisions, programs and parent/alumni organizations.
* Develop annual strategic marketing plan and budget, in collaboration with school leadership.
* Work closely with school leaders to unify and align internal and external messaging across departments, through publications, the school’s website, digital and print advertising, media relations and capital campaign materials.
* Develop a strategy to elevate the profile, effectiveness and impact of the school’s website and social media channels including Facebook, Instagram, Twitter and LinkedIn.
* Gather facts, interview sources and subjects, write, edit, collaborate and assist in the production of content for all platforms.
* Oversee the production of the weekly e-newsletters to parents, trustees and faculty and staff.
* Produce the alumni/school magazine, *The Accord*, published semi-annually.
* Write and issue all media press releases.
* Maintain records of news releases submitted to and published by the media.
* In cooperation with the Director of Admissions, develop and implement strategic enrollment marketing and communications strategies to recruit and retain new and current families.
* In cooperation with the Director of Advancement, design and implement strategic marketing and communication strategies to strengthen donor engagement and increase participation and giving for all fundraising and campaign efforts.
* Will assist division principals and human resources with evaluating and implementing school-wide policies on the acceptable use of the school’s name and brand.
* Lead, manage, develop and assess the communications team.
* Provide guidance and support as needed to the president, directors, faculty, and volunteer organizations on communications they produce. Ensure consistency of brand identity and work collaboratively to meet strategic objectives.
* Advise leadership on matters affecting the AHN brand, reputation and public relations.
* Liaison to the Board of Trustees Committee on Marketing & Communications.
* Accepts other responsibilities as assigned by the President.

The Academy of the Holy Names does not discriminate based on race, faith, nationality, or ethnic origin in its hiring process nor in the administration of educational policies, admission policies or tuition-assistance programs, athletics, or other school-administered programs. The school admits students of any race, faith, nationality or ethnic origin, and gives to all students rights, privileges, programs, and activities generally accorded or made available to all members of the student body. In accordance with its mission, the school seeks a population composed of many different voices, viewpoints, and backgrounds. The Academy of the Holy Names is a designated drug-free workplace.