



Christian Brothers High School

Job Description

Job Title: **Director of Communications**
Reports to: President
Status: Full-time
FLSA Status: Exempt
Salary: DOE

The Mission of Christian Brothers

Christian Brothers High School is a Lasallian Catholic coeducational college preparatory high school. We are dedicated to inspiring and empowering young men and women with a challenging, relevant, and diverse academic program and co-curricular activities. Students thrive in a Christ-centered community that fosters faith, integrity, global citizenship, leadership, and service, preparing students for college and life.

Summary of Position:

The Director of Communications develops and facilitates a strategic communications plan for CBHS, emphasizing brand management and consistent outreach to our constituent base. This position is responsible for managing all communications and PR activities, building internal and external relationships with the organization's constituencies, including students, alumni, parents, friends of CB, and the media. In addition, our new Director will inspire, empower and develop internal leaders to carry the CBHS brand message throughout all communications.

Reporting to the CEO, this “**hands-ons**” position will design and implement the strategy for all communications and public relations messaging, along with website and print collateral, to consistently articulate the CBHS mission. In addition, the Director of Communications will ensure that CBHS is viewed as the premier Catholic High School in Sacramento, serving a diverse population of families and students.

The Director of Communications will create a peer group within CBHS to inform various strategic initiatives, including our current Educational Visioning process. The Director of Communications will also coordinate communications activities with our current agency of record and any consultants currently participating in communications work.

Duties:

1. Develop, implement, and evaluate the annual communications plan across the School's audiences in collaboration with CB senior staff.
2. Engage with senior staff to develop key messaging, themes/topics, style/tone, target audiences, and appropriate communications channels.
3. Build and maintain strategic relationships with campus staff to understand the communication type needed for internal messaging.
4. Create standards to be observed by all internal stakeholders and streamline CBHS's current outreach, ensuring an alignment with brand strategy and consistency.
5. Provide consulting to School leadership and ensure consistent messaging among the leadership team and the School.
6. Lead the generation and dissemination of online content that engages audience segments and leads to measurable action.

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“The Place to Be.”



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7. Support all departmental outreach, especially the Office of the President, Principal, Philanthropy, Admissions, and Athletics.
8. Develop reputational management strategies and approaches for crisis communications.
9. They position CBHS as the forward-thinking Catholic High School in Sacramento and the President as a thought leader in the space.
10. Incorporate and execute multimedia content, including videos, podcasts, and infographics.
11. Leverage communications vehicles that create momentum and awareness and leverage all current tools such as Instagram, Facebook, Snapchat, LinkedIn, and Twitter.
12. Measure effectiveness of communications activities.
13. Manage the development, distribution, and maintenance of all print and electronic collateral, including Connection Magazine, newsletters, brochures, and electronic publications.
14. Oversee CB's website administration and coordinate webpage maintenance—ensuring that new and consistent information (article links, stories, and events) is posted regularly.
15. Track and measure the level of engagement over time.
16. Coordinate and organize annual meetings that engage our constituent audiences.
17. Manage all media contacts.
18. Oversees the photography needs of campus for publicity, special events, and publications.

Qualifications Knowledge and Skills

1. Sincere commitment to work collaboratively with all constituent groups, including staff, board members, volunteers, donors, program participants, and other supporters.
2. Ability to work with executive and senior leaders; excellent negotiation, influencing, and presentation skills.
3. Strong graphic design skills.
4. Excellent writing/editing and verbal communication skills.
5. The ability to gather information and develop exciting and valuable messages.
6. Demonstrated track record of developing original speeches and other communications content on behalf of senior leaders.
7. Strong project management skills, including working independently and managing team plus multiple ongoing projects.
8. Highly collaborative with experience developing and implementing communications strategies.
9. A strong track record as an implementer who thrives on managing a variety of key initiatives concurrently.
10. Relationship builder with the flexibility and finesse to manage by influence.
11. High energy, maturity, and leadership can serve as a unifying force and position communications discussions at strategic and tactical levels.
12. Self-starter, able to work independently, and entrepreneurial - enjoys creating and implementing new initiatives.

Education and Experience

1. Education: The Director of Communications must possess a Bachelors's degree in Communications, Marketing, Business Administration, Law, English, Journalism, Public Relations, International Relations, Information Technology, Psychology, or any other related field.

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2. An accomplished Director of Communications with at least seven years of communications experience, ideally in an in-house leadership role and covering areas such as website content, newsletters, and donor communications.

Physical Requirements

1. Ability to sit, walk, stand, bend, squat, climb, kneel, and twist on an intermittent or sometimes continuous basis
2. Ability to grasp, push, and/or pull objects
3. Ability to reach overhead
4. Ability to lift up to 25 lbs.
5. Ability to operate a computer
6. Ability to process written, visual, and/or verbal information
7. Ability to operate essential office equipment and tools PC, Fax Machine, Telephone, Calculator, Copier, Printer.

Qualified individuals must perform the essential duties of the position with or without accommodation. A qualified person with a disability may request a modification or adjustment to the job or work environment to meet the physical requirements of the position. Christian Brothers High School will attempt to satisfy requests as long as the accommodation would not result in an undue hardship.

Those interested should submit a resume and cover letter to hr@cbhs-sacramento.org. Along with your submission in the subject line, please list the title of the position you are interested in applying. This position is open until filled.

Please note: COVID-19 vaccinations will be required as a condition of employment for all CBHS faculty and staff.

This document neither constitutes a offer of employment nor acts as terms and conditions of employment.

Christian Brothers High School is an Equal Employment Opportunity Employer.
Minorities/Women/Veterans/People with Disabilities.

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