



CHRISTIAN BROTHERS HIGH SCHOOL

Position: Assistant Director of Communications

Reports to: Director of Admissions & Communications

Employment Status: Full Time/At-Will Employment

FLSA Status: Exempt

Position Description

The Assistant Director of Communications at Christian Brothers High School is responsible for the public relations and marketing activities of the school. The successful candidate shall possess a commitment to Lasallian Catholic education and recognize the purpose of the position as an opportunity to create and participate in events and activities that sustain and strengthen Christian Brothers' role and reputation as an academic leader in the Sacramento educational community.

Essential Job Duties and Responsibilities

1. Build positive relationships with the Christian Brothers community (faculty/staff, parents, students, and alumni/ae);
2. Have knowledge of and remain up to date on school events and programs;
3. Produce press releases centered on human interest stories and the accomplishments of the Christian Brothers community;
4. Oversee and promote Christian Brothers' social media presence, which includes sites such as Facebook, Twitter and Instagram;
5. Work collaboratively with the Office of the President, Admissions, Advancement and Administration;
6. Represent the school positively and professionally when authorized to speak with the media;
7. Oversee production of Christian Brothers biannual *Connection* magazine and monthly *Falcon Family News* newsletter;
8. Fulfill the photography needs of the campus for the purposes of publicity, publications and special events;
9. Serve as editor for communications materials including press releases, online content, and department letters;
10. Ensure organizational compliance with the school's established graphic standards;
11. Collaborate with the IT Department to ensure the school's web presence is informative, up-to-date, and an effective communications tool;
12. Establish and manage relationships with media outlets;

13. Support Director of Admissions & Communications with other duties as assigned.

Job Qualifications and Competencies

Competencies

1. Creativity;
2. Attention to detail;
3. Outstanding oral and written communication skills;
4. Confidence and competence with internet communication, social media, computer software and database management.

Supervisory Responsibility

None

Work Environment

This job operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets and fax machines.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

While performing the duties of this job, the employee is regularly required to talk or hear. The employee frequently is required to stand; walk; use hands to finger, handle or feel; and reach with hands and arms.

Position Type/Expected Hours of Work

This is a full-time, exempt position. Days and hours of work are Monday through Friday, and incumbent has the flexibility to work a normal business day between the hours of 7:30 a.m. and 5:00 p.m. Occasional evening and weekend work may be required as job duties demand.

Travel

Travel is primarily local during the business day; out-of-the-area and overnight travel would be a rare occurrence.

Required Education and Experience

1. Bachelor's degree in communications, marketing, public relations or related field.
2. Public relations or media experience.