

Marketing and Communications Officer Archbishop Williams High School Braintree

Archbishop Williams, a Catholic coeducational high school in Braintree, MA, seeks a team player to lead its communications and marketing efforts as the Marketing and Communications Officer. This person will report to the President and the CFO, and will work closely with the Principal, Assistant Principal, Director of Admissions, Associate Director of Advancement and others in the AWHs community. This is a full-time position that requires occasional night and weekend availability.

Roles & Responsibilities

- Maintain a database of media contacts: local reporters and events listing contacts.
- Design and create collateral material (brochures, flyers, invitations, etc.)
- Manage, research, write and edit feature stories and press releases to be pitched to local media outlets (1-2 stories a week).
- Manage, write, edit and distribute the “Bishops Messenger” President’s monthly e-newsletter using iContact.
- Repurpose feature stories and press releases for school’s collateral material (magazines, fundraising appeals, etc.), website and social media outlets.
- Work closely with the Marketing Committee to ensure and maintain the brand of AWHs.
- Assist with photo shoots for school website, social media and print publications; maintain a photo archive system.
- Assist with school and alumni events-creating collateral material, event photography and press coverage.
- Assist with maintaining a shared database of accessible marketing photos, videos, etc.

Qualifications

- A Bachelor’s Degree or higher in Communications, Marketing, Public Relations or related field.
- Three-five years of progressive experience in a communications or public relations setting, preferably in an educational institution.
- Excellent research, writing and editing skills.
- The ability to multitask under tight deadlines is essential.
- Strong knowledge of computers (Apple-based) and design software, including Adobe Creative Suite
- Strong knowledge of digital photography and the print production process, from design through press.
- Familiarity with web content management systems (SilverStripe) and social media integration (Twitter, Facebook, LinkedIn)
- Must be a people person with positive demeanor and willing to join the AWHs community defined by its students, teachers, parents, alumni and friends.

Interested candidates should submit a resume and cover letter to Maura Gilmartin, Assistant to the President at mgilmartin@awhs.org.