

POSITION DESCRIPTION

Title: Communications & Marketing Manager

Department: Mission Advancement

Reports to: Director of Mission Advancement

Fontbonne, The Early College of Boston is an all-girls Catholic high school sponsored by the Sisters of St. Joseph located in Milton, MA. Fontbonne seeks an experienced Communications and Marketing Manager. This is a full-time position. Reporting directly to the Director of Advancement, the manager is primarily responsible for the public presence of the school, leveraging marketing and communication to support that presence. The Manager is a member of the School's Office of Mission Advancement, and will work closely with the Head of School, Board of Trustees, Administration, Director of Admissions and Learning Community. This position does require some weekend and evening obligations.

Interested applicants should forward a cover letter, resume, references and salary requirement in an MS Word or PDF document to jobs@fontbonneacademy.org. Candidates should also submit an example of a press release, blog post, social media post or a sample communications plan you executed. Kindly include the job title in the subject line.

Duties and Responsibilities:

- Creating print and electronic communications streams with photo and video for Fontbonne's varied constituent groups (parents, alumnae, donors, prospects, etc). This includes managing the weekly parent e-newsletter, the semi- annual print newsletter, The Fountain, the Annual Report, admissions and marketing pieces, as well as other communications.
- Cultivate relationships with media both local and national and seek positive coverage for Fontbonne.
- Work with the Director of Advancement, Director of Admissions and The Leadership Team to innovate new ways to use PR tactics in collaboration with paid and organic influencers programs, paid media, social media, and internal content creators to raise brand awareness. Amplify brand stories, user stories and video content by strategically using PR channels. Continually use metrics to steer activities and increase effectiveness of tactics over time.
- Establish and maintain direct relationships with media organizations and key figures that reach target personae.
- Maintain a content database for all press and media contacts.
- Become a key advisor for Fontbonne's content. Advocate for news-ready content, and secure stories that can make successful PR placements and build brand awareness and engagement.
- Keep abreast of key collaborators and competitors' blogs and content as well as industry trends.
- Keep Fontbonne's web interface and content fresh, interactive and compelling.
- Willingness and desire to actively participate in organizations and associations that support the mission of the Sisters of St. Joseph of Boston and Catholic School education.

The successful candidate will have the following:

- Understanding or willingness to develop understanding of the mission, charism and vision of Fontbonne and its sponsor, the Sisters of St. Joseph, and the ability to support and accurately communicate the image and mission to internal and external constituencies.

- Excellent writing and communication skills, with proven expertise in creating press releases, speaking points and translating product messaging appropriately for each output.
- Proven ability to establish working relationships with journalists and influencers
- Self starter, critical thinker and positive team-player who will thrive in a fast-paced, high-growth environment.
- Good understanding of branding and brand management concepts
- Excellent knowledge of public relations and communications principles and practices, including social media programs.
- Strong desktop publishing skills: MS Word, MS Publisher, Adobe InDesign, Photoshop
- Strong relational, organizational and planning skills.
- Ability to maintain confidentiality, work as part of a team and focus on multiple project simultaneously.
- Willingness to work flexible hours, including some weekends and evenings.

Experience:

Bachelors degree in Communications or related field. 2-5 years of marketing and content creation experience.

How to Apply:

Interested applicants should forward a cover letter, resume, references and salary requirement in an MS Word or PDF document to jobs@fontbonneacademy.org. Candidates should also submit an example of a press release, blog post, social media post or a sample communications plan you executed. Kindly include the job title in the subject line.