



St. John Paul II Catholic High School is seeking applicants for a full-time Director of Marketing and Communications.

Essential Duties and Responsibilities

- Oversee the development and maintenance of a multi-faceted marketing, communication and media plan that includes newsletters and publications, marketing materials, advertising, and website content/design
- Evaluate, implement and manage marketing programs and materials to reach prospective and current families, faculty, staff, parents, alumni, partner schools, parishes, and friends who enhance the visibility and public perception of St. John Paul II Catholic High School.
- Serve as the school's point of contact for media inquiries; develop and oversee media relations plans and campaigns, communications/releases and proactively seek out editorial and other media coverage
- Collaborate with Alumni and Social Media Coordinator regarding communication strategies for targeted audiences that support marketing plans and strategies
- Responsible for the school's graphic design and production of advertisements, development related electronic brochures and event invitations and programs
- Review production of all school publications, including the school yearbook
- Manage the school's branding by monitoring standards designed to maintain a consistent and positive image and brand
- Develop and manage the school's relationships with outside vendors for the website, electronic communications, graphics designers, printing firms and photographers
- Maintain knowledge of marketing trends, developments and best practices
- Oversee market research and competitive analysis, including website engagement, to ensure the school is effectively positioned among schools in the area
- Assist with event execution and other duties as assigned in support of Admissions and Development to further the mission of the school
- Establish and maintain professional relationships among all levels of the school's community by creating a collaborative environment
- Perform related duties as assigned

Experience and Educational Qualifications

Qualifications include

- Support and further the mission and values of St. John Paul II Catholic High School
- Develop a Marketing and Communications plan that champions the traditions and values of a Catholic education; not required to be a member of the Catholic Church



- Bachelor's degree in Marketing, Communications, Business or related field is required
- 5 years of extensive experience in all aspects of marketing and communications including website management, branding, print and digital marketing in a professional environment
- Prior experience in secondary or higher education is preferred
- Ability to collect and analyze data to better inform strategy; understanding of SEO and web traffic metrics
- Highly developed skills in creative content, writing, and copyediting
- Exceptional verbal, written, and communication skills
- Strong organizational skills with high attention to detail and time management
- Ability to create, as well as identify and generate, creative story ideas
- Computer proficiency is required
- Must be able to work in a fast-paced work environment; ability to adapt and shift priorities as needed
- Capable of working with leadership team

Applicants who have the qualifications and expertise are encouraged to apply attaching a cover letter, resume/CV, and supporting employment information (e.g., transcripts, reference letters, certification/licenses).

About the Employer

In one of the most dynamic and growing areas in the country, St. John Paul II Catholic High School (JP II) is also growing and expanding. Operated by the Diocese of Birmingham and a Board of Trustees, JP II offers students a faith-based college preparatory high school curriculum and environment. We serve a growing, diverse and dynamic student body from North Alabama, Southern Tennessee, and abroad on a 55-acre campus surrounded by Research Park, a center for space aeronautical and bio-medical research. Recently, the educational organization NICHE rated JP II as the best Catholic high school in the state of Alabama for the past three years and the fifth best private high school in the state. Other notables include last year's ACT average score of 26.6 (state and national averages are 18.8 and 20.6 respectively); AP test scores that include 16 AP scholars; and \$11.8 million in merit college scholarships.

Our Mission

Inspired by our patron, St. John Paul II Catholic High School develops students in spirit, mind, and body through a Christ-centered, college preparatory education. As a welcoming community of faith, we encourage, challenge, and support our students to learn enthusiastically, lead honorable, and live responsibly so they will improve themselves and society through their faith and vocation.