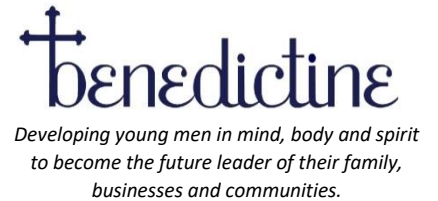


**Institution:** Cleveland Benedictine High School  
**Job Title:** Director of Marketing  
**Department:** Marketing, Advancement, and Admissions  
**Reports To:** Chief Operating Officer



**Summary:** The Director of Marketing reports to the Chief Operating Officer with a primary responsibility to oversee, participate, and develop unique strategies and communications specific to the growth and brand awareness of Benedictine High School. This individual must be an exceptional project manager with the ability to see the big picture and set an overarching strategy, coupled with extreme attention to detail, a high level of organization, and strong written and oral communication skills.

#### **Primary Responsibilities:**

- Develop a multi-pronged, thoughtful plan to advance and celebrate Benedictine High School's mission.
- Establish effective, efficient, and consistent internal and external communications processes.
- Coordinate all website activity and support the delivery of online and digital marketing activities within Benedictine High School / St. Andrew Abbey, and act as the primary point of contact for all related inquiries.
- Identify an event/fiscal calendar that would map out key information to obtain the highest traffic possible.
- Lead work on the design and programming of the Benedictine High School website, including the development of new web pages and updated current pages.
- Analyze statistics and user information to monitor website performance, including use of Google Analytics, producing reports and making recommendations as applicable.
- Serve as the lead editor and content manager for all school and abbey publications.
- Develop and implement a comprehensive social media strategy as well as create, edit, and publish content across multiple channels.
- Manage all advertisement requests and develop a fiscal plan for marketing & advertisement opportunities for print and digital communications.
- Develop and unify all internal brand standards and monitor all internal & external communication for consistency in look, feel, and voice while working directly with Director of Media and Communications.
- Effectively establish a mass marketing program to generate enhanced participation specific to the school's Annual Fund via written appeals and through digital Day(s) of Giving.
- Create a mass marketing e-mail campaign customized to prospective parents, alumni & friends, and community leaders.
- Develop content specific to student success and implement it through different stakeholders (i.e. grade school principals and marketing directors).
- Develop relationships with media professionals and entities to enhance the school's visibility and coverage.
- Work with Admissions and Advancement personnel to create tools and collateral that will assist in reaching enrollment and fundraising goals.
- Uphold all deadlines in accordance with the school's communication calendar.

#### **Required Qualifications**

- Bachelor's degree in a related field (Marketing, Communications, Journalism, Public Relations, or Visual Arts).
- A minimum of 5+ years' experience in Marketing or Communications role.
- Experience in web management writing and deploying content (Word Press) and/or graphic design (Photoshop, InDesign, and/or Illustrator).
- The ability to work independently with little direction under tight deadlines.
- Strong Program Management skills and experience managing calendars.
- The ability to research and analyze marketing trends and efforts in print and social media.
- Proficiency in managing media assets (graphics, photos, and video).
- Flexibility to work evenings and weekends as required by schedules.

**Please submit cover letter, resume, and three professional references to [jobs@cbhs.edu](mailto:jobs@cbhs.edu)**