DIGITAL DESIGN AND CONTENT MANAGER

Position Goals:
The Digital Design and Content Manager will create, manage, publish, promote and oversee communications for the school in conjunction with a strategic communication plan. This plan will guide the school's consistent message and branding in communications to all constituents including prospective families, current families, alumni, students, faculty, staff and friends.

These include the areas of:

- School Brand and identity
- Marketing, Communications and Public Relations
- Digital and Social Media Communications
- Alumni Relations
- Media Relations
- Web site design and content

The Digital Manager will work closely with the offices of Admissions, Advancement and with the Principal and President. The Manager is responsible for developing an overall comprehensive strategy with a heavy emphasis on digital messaging throughout various media (video, live streaming, photography, media relations, print and Web).

Qualification:

- Bachelor degree required in graphic design, digital content, communications, marketing or public relations or related field
- Involvement with image, brand, marketing campaigns,
- First-hand knowledge and hands-on experience in the areas of publications; strong writing skills and proven track record and examples of work
- Conceptual, creative talents; the ability to generate themes, graphic concepts and finished copy for marketing materials.
- Understanding of and experience with websites; strong proven media relations skills and knowledge of local media.
- Experience with Google Analytics and other social media analytics tools (SproutSocial, Hootsuite, etc.)
- Knowledge of desktop publishing software including, but not limited to, the Adobe Creative Suite and Procreate

Desirable Traits and Attitudes:

- Excellent communication skills (oral and written)
- Self-motivated
- Ability to multi-task
- Ability to establish and maintain effective goals and timelines for work production
- Team work

Supervision:
The Manager reports directly to the Director of Admission and indirectly to the Principal and President

Terms of Employment:
The manager is employed via a yearly contract. The benefits and conditions of that contract are found in the contract itself and in the faculty resource Guide, published annually.

Major Duties and Responsibilities

Specific Responsibilities:

- Development, implementation of all-school communications plan in accordance with the mission and goals of Bishop Guertin High School
- Remain abreast of current communication trends and make recommendations for new and innovative content.
- Strategize and execute the delivery of live streaming for events – in and out of the school setting
- Be an active presence at school functions (including those outside the school day) with a focus toward promotion and marketing
- Lead any all-school branding/marketing research and development
- Serve as liaison to all school parties for messaging, brand use and proper logo usage
- Identify target audiences and their key demographics, interests and online behavior.
- Working with the Director of Admissions:
    - Collaborate and implement the social and print media campaign
    - Responsible for daily and weekly updates of school happenings, stories, and admission initiatives and events
    - Development of all admission graphics for print and social media
    - Attends and participates in Admissions activities
- Working with the Office of Advancement:
    - Assist with the design and edit publications for alumni, donors and related events
    - Attend, actively promote, and participate in all Advancement events including set-up, promotion, design of materials, email correspondence etc.
    - Reviews along with the Director of Alumni, communications (especially that related to alumni1@bghs.org), responding to the needs of BG and MSM alumni, documenting information needed for publications and forwarding as appropriate.
- Assist with the production and editing of other all-school publications including, but not limited to: School Handbook, departmental publications. special event brochures and programs, postcards and invites
- Assist with the creation and distribution of constituent emails and Pushpages (eg. parents and alumni as needed)
- Responsible for overall direction of Web site as a marketing tool. Oversee future development projects and implement new projects on the Web as needed.
- Develop media relations including:
    - Development of planned media releases in accordance with special events or accomplishments of interest.
    - Foster personal relationships with local media.
    - Place all advertising including institutional recruitment and event advertising
- Other tasks as assigned, in support of the school community and its mission

Evidence of Performance:

1. that the Manager meets all deadlines for publications within the school community and outside it.
2. that the manager works effectively with all stakeholders involved in the production of publications including school offices, teachers, staff and students.
3. that the manager develops and maintains the strategic plan in concert with the School Board, Executive Council and the President.
4. that the Manager documents the type, quality, format and implementation of various in-house and external marketing campaigns, including possible survey responses to those materials.