



MATER DEI HIGH SCHOOL
1300 Harmony Way • Evansville, IN 47720

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Director of Communications And Marketing Job Description

Job Title:	Director of Communications and Marketing
Location:	Mater Dei High School
Reports To:	President of Mater Dei
FLSA Status:	Salary, Exempt
Last Revised:	September 2022

Mater Dei High School is committed to being a school of choice for all families. A Catholic co-educational community in the Diocese of Evansville, Mater Dei strives to create an educational environment based on Gospel values, which recognizes the needs and differences in individuals and empowers students to meet the challenges of a rapidly changing and morally complex world.

Mater Dei is built on the cornerstones of spiritual growth, academic excellence, service to others, and social development.

Summary:

The Director of Communications and Marketing is responsible for the overall communications and marketing for Mater Dei High School. This position reports to the President.

Job Description:

- Develop and manage the school's communication and marketing strategy
- Serve as Mater Dei's media liaison:
 - Coordinate interviews and story placement with local media outlets
 - Maintain current media contact database
 - Send pertinent newsworthy information on a consistent basis
 - When needed, facilitate media buying with President
- Brand Management
 - Ensure all signage, letters, advertising, marketing and printed materials are following Mater Dei's visual brand guidelines
- Contribute to articles, design and publish two Mater Dei Red & Gold Alumni magazines annually and one Red Zone fall sports program
- Compile, edit and publish Mater Dei monthly newsletters (electronic newsletter to parents and general community)
- Assist all school departments with their marketing efforts
- Manage Mater Dei's social media and assure compliance with the social media policy
- Ownership of the school website and oversee maintenance of content by area owners
- Develop annual advertising calendar
- Maintain Competitive Analytics
- Provide communication and marketing support for the Evansville Catholic High Schools
- Assist with Diocese-wide communication and marketing efforts
- Provide backup and event planning to critical functions for the advancement and enrollment departments
- Attend all major enrollment, advancement, school and ECHS events



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Required Skills:

- Adobe Acrobat, Indesign, Marq, Photoshop, Video Production, Writing, MS Office, Canva

Education:

- Bachelor Degree in Communications, Media, or related field is preferred

Applicants shall exhibit behavior and lifestyle values compatible with Catholic beliefs. All employees must comply with the provisions of the Safe Environment Program of the Diocese of Evansville and submit to a background check.

To apply, please send a cover letter, resume, professional references to: jmcgrew@evdio.org