Position Announcement – Communications Manager

Saint Joseph Notre Dame High School is a co-educational, college preparatory, Catholic high school located in the heart of residential Alameda, just minutes from downtown Oakland. SJND offers academic excellence and moral development to its diverse and talented 400+ students.

The Communications Manager at Saint Joseph Notre Dame Catholic High School (SJND) is a visionary and strategic leader responsible for the development and execution of a dynamic communications and marketing plan that advances the school’s mission.

Primary Responsibilities:

- Develop a comprehensive communications and content marketing strategy and plan that advances the school’s mission, vision, and initiatives.
- Conceptualize and produce compelling visual storytelling, to be used on multiple digital platforms, to enhance and differentiate the SJND story.
- Oversee SJND’s Social Media Manager and Marketing Associate.
- Collaborate with key departments and stakeholders to ensure marketing and communications projects are executed efficiently and meet stated goals.
- Understand key audiences (e.g., parents, prospective families, faculty and staff, alumni, benefactors, etc.) and develop specific content for those audiences.
- Manage data collection and analytics and evaluate tactics in support of communications plans and goals.
- Understand crisis communications protocols and execute or provide support as needed.
- Manage all media opportunities, including print, online, TV, and radio.
- Manage the department budget and implement a system for tracking expenses.
- Oversee digital and social media content for established school-wide channels and partner with content generators for specialized outlets such as admissions, athletics and advancement relations.
- Define style and brand guidelines and review major school communications prior to distribution.

Skills & Qualifications:

- Supports the values of Catholic school education and the SJND mission.
- Excellent writer/editor with a passion and understanding for storytelling across formats and channels.
- Collaborative, energetic, creative, personality able to connect authentically with student and adult audiences.
- Proactive, independent, and resourceful.
- Excellent project management skills, including the ability to initiate, anticipate and follow through on multiple projects with firm deadlines.
- Strong knowledge of digital media, print, photography/videography and website management.
- Experience with desktop publishing software and basic graphic design.
- Bachelor’s degree and a minimum of 5-7 years experience in a comparable role.
- Willing to participate in occasional evening and weekend events.
This is a full-time position. Salary is competitive and commensurate with experience. The benefits package is excellent and includes professional development opportunities.

To Apply:
This is a full-time exempt position with benefits. Please send a cover letter, resume and three writing samples to hiring@sjnd.org with Communications Manager in the subject line. We are an equal opportunity employer and we welcome and encourage diverse candidates to join our community.