

Director of Communications & Public Relations

The Academy of the Sacred Heart in New Orleans, founded in 1867, is an independent, Catholic, college-prep institution for girls offering 17 years of instruction for one-year-olds through twelfth grade. The Academy of the Sacred Heart is one of 24 Network of Sacred Heart Schools in the United States-Canada sponsored by the Religious of the Sacred Heart (RSCJ).

Job Description

The Academy of the Sacred Heart is seeking a full-time **Director of Communications and Public Relations**. The Director of Communications and Public Relations is directly accountable to the Headmistress and is an outgoing “people person” who is relational, dynamic, and strategic in his/her approach and style. He/she is responsible for effectively promoting and communicating the unique mission, identity, and strategic direction of Sacred Heart with all the internal and external constituency groups.

Responsibilities include:

- Energetically seeks opportunities to advance the school’s mission and strategic direction using a wide range of multimedia approaches that include publications, videos, social media, and announcements of school-related accomplishments, articles of interest, and special events.
- Works collaboratively across all four Divisions and multiple Departments within the school to identify, generate, and report news.
- Executes a thorough communications and public relations strategy throughout the year.
- Coordinates and manages all printed publications on behalf of the school, including *The Bridge* (the annual school magazine), *Heartbeat* (semi-annual alumnae newsletter), annual report, and handbooks.
- Coordinates and manages electronic communications on behalf of the school through Constant Contact, including several targeted weekly e-newsletters.
- Provides writing and editing services within the school and is the primary editor for the school.
- Generates ideas and strategizes stories and campaigns; writes press releases and maintains excellent rapport with the media; tracks all media coverage throughout the school year and compiles *Media Highlights*.
- In collaboration with the Director of Marketing and Web Design:
 - Coordinates the strategy and execution of all social media on behalf of the school.
 - Updates the school website with current school news.
 - Ensures that school events are photographed and appropriately promoted; maintains photo database and archival system.
 - Develops and ensures procedures and protocols for social media and e-communications for internal school departments.
 - Coordinates and oversees photographers, graphic designers, and writers who are subcontracted for the school’s purposes.

- Works with Headmistress before, during, and after any crisis that may affect the school to inform all constituency groups.
- Responsible for managing and adhering to the communications, public relations, and publications budget.
- Places classified advertisements to recruit employees.
- Communicates with neighbors about large school events impacting the neighborhood.
- Understands and appreciates that pre-planning for large scale projects and establishing timelines with firm deadlines is a critical function of this role.
- Maintains the project and departmental files for the Communications and Public Relations Office.

Preferred Qualifications

- Applicable bachelor's degree or master's degree; master's degree preferred.
- A least five years of experience in communications, public relations, and/or marketing, preferably with experience at an educational institution.
- Exceptional speaking, writing, and editing skills.
- Ability to speak extemporaneously about matters of school program and school life, when necessary.
- Proficient in both Microsoft Office suite and Google applications.
- Understands the inner workings of any content management system (CMS) platform; experience using Constant Contact, Finalsite, Blackbaud, and/or Crisis Go is a plus.
- Possesses working knowledge of DSLR cameras and photography skills.
- Experience with social media platforms.
- Ability to design and work with the latest media platforms.
- Experience with online video platforms (e.g. YouTube, Animoto, Spark).
- Experience with Adobe Photoshop, Illustrator, and InDesign is preferred.
- Basic HTML knowledge is a plus.
- Must have availability to cover occasional special events on weeknights and weekends.

Application Process

Applicants should complete the Online Employee Inquiry Form at ashrosary.org/careers. Applicants will be prompted to upload the following:

1. Cover letter indicating why they are particularly interested in and qualified for the position.
2. Current résumé.
3. Names, addresses, and telephone numbers of three references from current and/or former director supervisors. (We will obtain permission from candidates before contacting references.)
4. During the application process, you will be asked to complete the ASH Employment Application PDF, which is available for download at ashrosary.org/careers.

The Academy of the Sacred Heart is an equal opportunity employer. The goal of the Academy of the Sacred Heart is to hire and motivate an outstanding and diverse faculty and staff who work together harmoniously toward the common mission.