



FORDHAM PREP

Jesuit Education is Faith, Scholarship & Service

Engagement Officer

The Institution

Founded in 1841, Fordham Prep is a Catholic Jesuit college preparatory school for young men located on the Rose Hill Bronx campus of Fordham University in New York City. With nearly 1,000 students enrolled in grades 9-12, Fordham Prep draws young men of diverse backgrounds from throughout the boroughs of New York City and its surrounding suburbs.

Fordham Prep's mission is to form leaders in faith, scholarship, and service. Its challenging curriculum and pursuit of human and academic excellence are based on a foundation of Catholic faith and principles. The school seeks to be one community drawn from a broad spectrum of ethnic, racial, geographic and socio-economic backgrounds. We strive to include qualified students of limited financial resources by providing substantial financial assistance. Our faculty and staff dedicate themselves to a caring and dynamic interaction with students both inside and outside the classroom, a characteristic of Jesuit education for over 450 years. Fordham Prep educates its students to be men for others: spiritually motivated, intellectually accomplished and committed to promoting justice.

The Position

Fordham Prep seeks a dynamic professional to serve as an Engagement Communications Officer. The position ultimately reports to the Vice President for Engagement, Development & Communications (EDC); and will be managed on a day-to-day basis by the Prep's head of communications (EDC). The Officer will work with the EDC Department and the Office of Admissions to assist in creating an innovative and sustained communications program for Fordham Prep. This will include, but not be limited by, conceptualizing, drafting and designing communications (e-communications, online, digital, news and social media platforms), as well as assisting with the creation of engagement, fundraising, and admissions supporting materials. The incumbent will be a member of the engagement staff and help streamline communications materials to ensure a strategic and coordinated program which creates opportunities to advance the Prep within our community of alumni, parents, donors, students (current and prospective) and faculty/staff all focused on shaping a sustainable tradition of generosity and support to the Prep.

The incumbent will be asked to manage projects independently, as well as collaborate with staff to ensure that the community is fully engaged in the Prep's current and future campaign/development strategies and goals. The incumbent will be responsible for several communications functions and collaborating with the greater engagement process at Fordham Prep.

The primary responsibilities of the Engagement Communications Officer include but are not limited to the following:

- Embracing and articulating the mission and values of Fordham Prep to alumni, prospects, parents, students, and community;
- Create and identify opportunities to engage the broader Prep community through communications;
- Coordinate and produce content for communication avenues (e-communications, print, web and new media)
- Edit for Prep communications pieces and external placements, *electronic and print* communications pieces
- Act as the webmaster for the Prep's website {FinalSite}, develop content, edit and proof content; work with users to improve navigation and design;
- Track all communication engagement opportunities to the Prep community calendars, which include electronic newsletters and school website,
- Create, design & manage high volume of communications and e-communications to alumni, donors, parents, and friends;
- Ensure email marketing and solicitation efforts are coordinated and provide analytics;
- Assist in researching and maintaining email marketing tools (currently FinalSite and School Messenger), and related budget as well as best practices and legal standards for marketing;
- Collect, prioritize, and schedule content for stakeholder engagement via social media platforms;
- Collaborate with the EDC team to ensure all events and fundraising programs are refreshed for all communications streams and work with managers to ensure innovation and use of best practices and industry trends;
- Assist in the execution of events for EDC and Admissions department as needed;
- Represent Fordham Prep at EDC and Admissions events as needed;
- Foster a working relationship with departments across the school (athletics, clubs, faith and service, teachers, etc.) to promote and showcase their activities and recognitions;
- Responsible for additional responsibilities as warranted

The ideal candidate demonstrates:

- A commitment to the principles and ideals of a Jesuit education as set forth in Fordham Prep's mission statement;
- Excellent written & oral communication skills to effectively articulate the values and mission of Fordham Prep;
- An ability to identify and implement best practices for the communications and engagement process as well as a complementing data-driven mindset;
- Excellent interpersonal skills - a relationship builder; able to build and foster networks of individuals and institutions;

- A commitment to working as a member of a team - collegial approach to advancement; able to work across office lines to achieve common goals;
- Comfort with ambiguity and able to navigate complex structures;
- 1 - 2 years of professional experience, with specific preference given to previous experience in marketing and communications, advancement or educational settings preferred;
- Successful experience with communications, specifically with web and email as well as social media, marketing, and public relations;
- Advanced computer skills with experience using FinalSite and Blackbaud preferred;
- Self-motivation and creativity, as well as task- and detail-oriented, willing to work both collaboratively and independently;
- Capable of working with sensitive information with complete confidentiality

Application Process

Applications will be accepted until the position is filled. Review of applications and interviews will take place immediately; the position will be filled shortly thereafter. Please send a letter stating personal interest, a comprehensive resume, and the names and phone numbers of at least two references (who will not be contacted until later in the interview process) by email attachment to:

employment@fordhamprep.org

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Fordham Prep is an EOE (Equal Opportunity Employer)