



# FORDHAM PREP

Jesuit Education is Faith, Scholarship & Service

## Director of Marketing & Communications

### The Institution

Founded in 1841, Fordham Prep is a Catholic Jesuit college preparatory school for young men located on the Rose Hill Bronx campus adjacent to Fordham University in New York City. With approximately 950 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 committed to faith, scholarship, and service through a college preparatory education in the Catholic Jesuit tradition.

### The Position

Reporting directly to the President, and working in close alignment with the Vice President for Engagement and Development, the Director of Marketing & Communications serves as an active member of the school leadership team with responsibilities to serve as the primary brand manager. In this role, they are responsible for overseeing all marketing, communications, public/media relations, and all aspects of the school's public image. As such, they are charged with shaping, articulating, and implementing a positive and consistent brand identity and experience that represents the mission and vision of Fordham Preparatory School.

### Specific responsibilities include the following:

- Supervise 2.5 FTE.
- Foster a culture of collaboration.
- Lead efforts toward meaningful community engagement and a consistent brand experience for all relevant constituents.
- Develop, implement, and manage strategic communications that advance the school's brand and support revenue objectives (enrollment, annual giving, etc.).
- Responsible for creating Ramview, Fordham Prep's magazine, and the Annual Report and Endowment Report. These projects are done in close collaboration with Engagement and Development.
- Coordinate with the Office of Engagement and Development on the marketing for alumni relations and development programming. This includes the creation and generation of social media and print publications as well as profiles for and of donors.
- Oversee all aspects of Athletics Communication and partner with the Athletic Director to ensure that Athletics Communications are consistent and in line with FP's brand and marketing plans.

- Oversee school-wide approach to data insights and intelligence and ensure applicable metrics and performance measures are in place to track progress/growth.
- Monitor market conditions and identify areas of opportunity and/or risk.
- Develop media contacts and manage media relations, proactively securing coverage in a variety of local and national outlets.
- Create an annual paid media plan that promotes the school's mission and achieves the school's enrollment objectives.
- Manage crisis communications and planning as needed.
- Serve as editor and lead writer on external communications vehicles and review materials of other departments before external distribution.
- Oversee all design, content, and maintenance of the Fordham Preparatory School website and other digital outlets: research and implement new/evolving methods to increase overall communications effectiveness.
- Responsibly administer the Marketing & Communications department's annual budget and manage Marketing & Communications team members.
- Assist the President and other school leaders in drafting speeches, letters, and presentations.
- Develop internal communications best practices and branding guidelines.
- Demonstrate exceptional ethical judgment regarding best practices for disseminating information, storytelling, and branding via various mediums.
- Inspire and inform a competitive mindset across the Fordham Prep community.

## **Qualifications**

### Education and Experience:

- Bachelor's degree in Marketing, Communications, Public Relations, or a related field. A Master's degree is preferred.
- Proven track record of successfully managing brand strategy and executing comprehensive marketing and communications plans.
- Experience in an educational setting is highly desirable.

### Skills and Competencies:

- Demonstrated ability to develop and implement strategic marketing and communications plans that align with institutional goals.
- Strong leadership skills with the ability to inspire and manage a team, as well as collaborate with various stakeholders.
- Exceptional written and verbal communication skills, with the ability to serve as the primary spokesperson for the school.
- Proven experience in managing media relations, including developing media contacts and securing coverage in local and national outlets.
- Expertise in overseeing digital content and strategy, including website management and social media platforms.

- Strong analytical skills with experience in utilizing data insights and metrics to inform strategy and measure success.
- Ability to effectively manage crisis communications and develop proactive crisis communication plans.
- Experience in responsibly managing a department budget and ensuring financial accountability.
- Innovative mindset with the ability to think creatively and develop new marketing and communication strategies.
- Demonstrate exceptional ethical judgment in all aspects of marketing and communications, ensuring best practices in information dissemination and storytelling.

Personal Attributes:

- Strong commitment to the mission and vision of Fordham Preparatory School.
- Ability to work in a fast-paced, dynamic environment and manage multiple priorities.
- High level of professionalism and integrity.
- Excellent interpersonal skills and the ability to build and maintain positive relationships with all school constituents.
- Adaptability and openness to change, with a willingness to embrace new opportunities and challenges.

### **Application Process**

Interested applicants should submit a cover letter, resume, and a list of three references (who will not be contacted until later in the interview process) by email to the Search Committee and Anthony Day, President, at:

employment@fordhamprep.org

Qualified applicants, with all the required documents submitted, will be contacted regarding next steps in the interview process.

Fordham Preparatory School is an EOE (Equal Opportunity Employer). This is a 12-month non-tenure-track administrative staff position (July 1 to June 30) with all staff benefits, including vacation days, medical insurance, retirement plan, and tuition remission at Fordham Preparatory School and Fordham University. Salary range \$90 - \$115K.