

**MARQUETTE UNIVERSITY HIGH SCHOOL**

***Job Title:*** *Vice President of Communications & Marketing*

***Job Start Date****: Mutually agreed upon start date*

***Application Closing Date****: until filled*

**FLSA Status:** *Exempt*

*Date the job description was created/revised: 01/23*

**SUMMARY OF THE POSITION:**

Reporting to the President, and serving as an integral member of the senior management team, the Vice President of Communications & Marketing will be responsible for the development of Marquette High’s communication and marketing strategy. The VP of Communications and Marketing will implement a comprehensive and integrated communications and marketing program that addresses overall institutional marketing and brand awareness, admissions and enrollment, and public relations. The Vice President is charged with strengthening connections with existing markets and increasing awareness with new audiences to grow student enrollment and ensure a stable, data-driven enrollment model for the school.

This position includes responsibility for the development, integration, and implementation of a broad range of public relations activities relative to the strategic direction and positioning of MUHS and its leadership. This individual will be an ambassador for the organization and will need to build relationships within the MUHS community, the Near West Side, government officials and with the media. The goal is to advance the organization's position with relevant constituents, as well as to drive broader awareness that supports admissions and the work of the development department. The VP of Communications and Marketing will be responsible for varied and integrated communications products and services including: print publications; paid advertising; website, social media, and other online communications; and media and public relations. The VP of Communications and Marketing also will manage other projects as requested by the President.

**RESPONSIBILITES:**

#### Communications and Marketing Strategy, Vision and Leadership

* Develop and implement an integrated strategic communications plan to advance brand identity; broaden awareness of MUHS programs and priorities; and increase the visibility of its mission across key stakeholder audiences.
* Implement a comprehensive and integrated enrollment marketing program that addresses overall institutional marketing (brand awareness), recruitment marketing, public relations, and a welcoming and compelling admissions experience.
* Strengthen connections with existing markets and increase awareness with new audiences to maintain and grow student enrollment and create a stable, data-driven enrollment model for the school.
* Create marketing/public relations strategy that will allow MUHS leadership to cultivate and enhance meaningful relationships with targeted, high-level external audiences, including the media and key influencers.
* Identify challenges and emerging issues faced by the organization. Analyze enrollment data and enrollment trends for the school and the region to ensure a proactive recruitment marketing posture.
* Work with leadership team and staff to recognize internal and external communications opportunities and solutions, and define and execute appropriate strategies to support them.

#### Communications and Marketing Operations

* As a member of the Communications and Marketing Office, develop and implement communications and marketing functions, including budgeting, planning, and staff development.
* Lead and support the Office of Admissions overall marketing and recruitment process. Assist with budgeting, planning, and staff development.
* Maintain relationships with external vendors, including advertising agencies and printers.
* Conduct the school's media planning and buying for billboards, digital and print advertising.
* Manage the school’s media relations. Serve as the school’s spokesperson, including during crisis situations.
* Manage MUHS website and support its use for all school functions as dictated by available staff and time.
* Manage all community relations initiatives and relationships.
* Prepare talking points, parent letters, speeches, presentations, and other supporting material as needed.

#### Team Development/Management

* Manage the Director of Admissions and assist him/her with aligning the strategy and operations of the Admissions department to support the admissions and enrollment goals set by the Principal and President.
* Manage the Communications Coordinator and Graphic Designer/Social Media Specialist.
* Oversee the contracted spirit wear vendor – Burghardt Sporting Goods – who manages the school’s online store – including making final decisions on inventory and prices. Manage profit/loss for school.
* Oversee school’s strategic planning.
* Staff three board committees – Marketing, Building, Grounds & Security and Strategic Planning.

### QUALIFICATIONS:

* Bachelor's degree with a master’s degree preferred.
* Minimum five years of experience in a senior management role.
* Demonstrated skill and comfort in proactively building relationships with key constituents
* Extensive successful writing and editing experience (externally focused) with a variety of print and online communications media.
* Demonstrated experience and leadership in managing a comprehensive, strategic communications and marketing program to advance an organization's mission and goals.
* Creative and thoughtful on how new media technologies can be utilized.
* Minimum five years of experience in planning, writing, editing, and production of newsletters, press releases, marketing literature, and other print publications and directories.
* Innovative thinker, with a track record for translating strategic thinking into action plans and output.
* Experience in building, mentoring, and coaching an employee team within and across reporting lines.
* Excellent judgment and creative problem-solving skills, including negotiation and conflict resolution skills.
* Superior management skills; ability to influence and engage direct and indirect reports and peers.
* Stature, gravitas, and confidence to gain the credibility and respect of members of the board of directors, board committees, community leaders, neighbors, parents, faculty and staff.
* Self-reliant, good problem solver, results oriented.
* Ability to make decisions in a changing environment and anticipate future needs.
* Energetic, flexible, collaborative, and proactive; a team leader who can positively and productively impact both strategic and tactical finance, and administration initiatives.
* Exceptional written, oral, interpersonal, and presentation skills and the ability to effectively work with the board of directors and board committees and staff.
* Understanding and passion for the school’s Catholic, Jesuit mission

**SUPERVISION RECEIVED:**

This position reports to the President

**WORKING ENVIRONMENT:**

This position requires occasional evening and weekend work.

This description documents the general nature and level of responsibility associated with this position. It is not intended to be a comprehensive list of all activities, duties, and responsibilities required. It is not intended to limit or modify the right of any supervisor to assign, direct, and monitor the work of employees under supervision.

***How to apply:*** If you are interested, please email your cover letter and resume to Sara Christensen, Human Resources Manager, at [christensen@muhs.edu](mailto:christensen@muhs.edu)