

Diocese of Oakland
Lumen Christi Academies
Director of Marketing and Communications

Title: Director of Marketing and Communications

Division: Diocese of Oakland

Department: Lumen Christi Academies

Reports To: Executive Director

Primary Function

The Director of Marketing and Communications is charged to create and communicate a compelling story about Lumen Christi Academies (LCA), which supports the efforts to increase admissions applications and donor contributions. Under the guidance of the Executive Director and in collaboration with the academies principals the Director will create, lead, plan, direct and implement innovative strategies for all marketing and communications on behalf of the Lumen Christi Academies (LCA) in order to raise LCA's visibility, advance its brand, and articulate clear messaging to internal and external stakeholders including donors, students, parents, faculty and staff, alumni, community groups, neighbors, media outlets and other target audiences. In addition, the Director will oversee and actively participate in the creation, design, budget and production of all LCA network publications and will collaborate on development efforts to ensure the marketing and communication activities are aligned with the development strategy. The Director will coordinate all advertising, publicity and public relations and may serve as an LCA spokesperson when so designated by the Executive Director.

Duties and Responsibilities

- É With input from the Director of Enrollment and Outreach and the LCA leadership team, create collateral in support of the marketing strategy for institutional and individual donors and prospective families.
- É Activate and build the LCA brand to attract new families to the schools, communicate the value proposition of the network and build a strong sense of shared pride among the seven academies.
- É Collaborate with the Executive Director and the LCA leadership team to develop marketing and communications strategies and plans that advance LCA and drive increased engagement with prospective and current constituencies.
- É Manage all aspects of LCA's print and digital communications activities: website, online campaigns, email marketing, social media and digital content production.
- É Ensure brand, logo and messaging quality and consistency and establish and ensure compliance with guidelines to apply across the LCA network.

- É Provide executive leadership communication support to the Executive Director and LCA leadership team.
- É Identify and manage outside vendors, contractors, and consultants that will support marketing and communication activities.
- É Proactively develop and maintain excellent relationships with all internal stakeholders in the LCA network and build relationships with counterparts at other Catholic K - 8 Networks around the country to share experiences and apply best practices.
- É Plan and manage the department budget to maximize the effectiveness of all communications, including bidding out for the production of materials.
- É Define key performance indicators and measure, track, and report success of marketing and communications activities.

Education and Experience

- É BA/BS degree from an accredited college or university in a field related to marketing and communications; an advanced degree is preferred.
- É Five (5) to seven (7) years of increased leadership experience in marketing and communications, preferably in an independent school or other non-profit organization.

Skills and Abilities

- É Outstanding spoken, written and editorial skills.
- É Well-versed knowledge of the principles of marketing and communications and fluency in using and measuring social media effectively.
- É Ability to develop, monitor, and adhere to budgets and production schedules.
- É Ability to create print materials using Photoshop, InDesign, or another comparable layout software.
- É Demonstrated success in managing multiple projects with shifting priorities and competing deadlines and possess an exceptional eye for design.

Please submit resume and letter of intent to:

Gloria Espinoza
Associate Director, HR
gespinoza@oakdiocese.org

Position open until filled. First review of applications will be January 31, 2019.