



Central Catholic High School Director of Communications

Job Summary:

Central Catholic's Director of Communications is responsible for over-arching school-wide communications strategy and implementation. The Director of Communications works closely with Admissions, Advancement and Administration to communicate and market to internal and external stakeholders. This position oversees the Digital and Multimedia Producer.

Responsibilities:

General Communications and Public Relations

- Maintain and strengthen public perception of Central Catholic through proactive media relations and public relations.
- Write and edit speeches and scripts for events, external outreach and video production
- Manage crisis communications as needed. Proactively anticipate and manage external communications needs.
- Serve as communications liaison to support initiatives from DENA (District of Eastern North America) and Diocese of Pittsburgh.
- Oversee content strategy to align with admissions goals.

Marketing

- Oversee admissions-driven marketing materials and facilitate redesign, updates and content creation as a result of marketing research firm recommendations.
- Manage admissions advertising budget. Report, assess and refine strategy based on an ongoing basis.
- Oversee giveaways, promotions and informational handouts for admissions events.
- Facilitate sponsorship and community outreach initiatives under guidance of Executive Director of Enrollment Management.
- Assists with building admissions/marketing communications trees and strategy under general direction of Executive Director of Enrollment Management.
- Serve as liaison to external vendors such as live streaming vendor, video production vendor and photography vendors.
- Lead social media strategy and implementation to align with admissions and advancement goals.

Advancement

- Write, edit and produce bi-annual alumni magazine, *The Quadrangle*.
- Support advancement in content creation and design for advancement initiatives.
- Serve as communications strategy and content lead on Advancement initiatives, including annual Viking Match, alumni events such as reunions and gatherings, Hall of Fame and Viking Victory Auction.

Management

- Oversees Digital and Multimedia Producer

Qualifications:

- Bachelor's degree in communications, marketing, journalism or other related field.
- 3-5 years of progressive responsibility working in a similar role or equivalent experience.
- Outstanding written and verbal communications skills.
- Familiarity with marketing communications platforms and services such as Mail Chimp, Website CMS and Formstack.
- Familiarity with Adobe products, including Photoshop and InDesign.
- An independent self-starter with great attention to detail and an ability to work independently and collaboratively in a team environment.
- Working knowledge of video production process, including live stream production.
- Project management experience and ability to manage multiple projects at once.
- Exceptional people skills and ability to communicate with both internal and external audiences.

Other duties as assigned.

Resume and cover letter should be sent to:

Mr. Andy Macurak
Executive Director of Enrollment Management
Central Catholic High School
amacurak@centralcatholicshs.com

[4720 Fifth Ave, Pittsburgh, PA 15213](#)

About Central Catholic High School:

Central Catholic High School, a college preparatory school for boys, is guided by the educational principles of St. John Baptist de La Salle.

The school strives to provide a challenging, relevant, and diverse program of studies and extracurricular activities in an environment that fosters a life of faith and learning and develops leaders rooted in the Gospel values of integrity, respect, service, justice, and peace.