



Job Title/Department	Director of Strategic Marketing and Communications/Central office
Employee Classification	<i>Exempt / Full-Time</i>
Employee Reports To	President/CEO

Summary:

Julie Billiard Schools is a network of schools serving children in grades K-8 with special learning challenges. Currently there are campuses in Lyndhurst and Akron that offer unique learning environments for students with autism, ADD/ADHD, dyslexia and social learning challenges. We are Catholic, non-public schools that respect diverse faith traditions.

Job Purpose

The Director of Strategic Marketing and Communications will be responsible for developing and managing a comprehensive, dynamic, and visionary communications program which shares the organization's mission and message with a diverse group of external constituencies. The Director will also coordinate internal communications.

Duties and Responsibilities

The following is a list of primary duties and responsibilities. Other duties to be assigned as needed. Reasonable accommodations can be made to employees with qualified disabilities who can perform the essential functions of the job, so long as there is no undue hardship created upon the organization or other employees within the organization.

1. Develop a comprehensive communications plan for the organization which conveys a compelling and consistent message from pre-enrollment through alumni using a variety of vehicles including print publications, web, e-newsletters, e-mail campaigns, advertising, media relations and the use of social networking sites.

2. Develop and implement a strategy for regional marketing in order to build an enrollment pipeline of students and families to support network growth throughout northeast Ohio.
3. Create a branding experience that raises the organization's visibility, attracts highly qualified teachers and staff, and positions Julie Billiard Schools for continued growth and success.
4. Write, edit, design, and oversee the production and distribution of all external publications for the schools.
5. Manage, contribute, and maintain all content for the organization's website CMS using compelling text, graphics, photos, and video. Install and manage online payments and registrations.
6. Review and analyze engagement of marketing campaigns using Google Analytics, Facebook Insights, Blackbaud Analytics, and market research.
7. Manage media relations by writing and distributing press releases and cultivating relationships with local media.
8. Oversee the application and enrollment process in collaboration with school administrators.
9. Collaborate with Admissions on admissions-themed advertising, marketing materials, events, tours, and informational sessions. Collaborate with Advancement Department on development-related electronic and print brochures, solicitations, and stewardship pieces including alumni newsletters and printed reports.
10. Develop, work with and staff the marketing committee of the board.
11. Manage and plan department budget including all marketing, communications and advertising expenses.

Education, Experience and Qualifications

Education / Certifications

Required:

- Bachelor's degree in marketing/communications

Experience

Required:

- 2+ years in the marketing/communications field

Qualifications

Required

- Excellent project management and creative planning skills
- Strong photography skills
- Proven experience with designing and continued maintenance of engaging websites
- Strong working experience with Adobe Photoshop, Adobe Illustrator, InDesign, Acrobat DC Professional, and Microsoft Office
- Understanding and experience with multiple operating systems
- Proven skills in writing and editing communication and marketing materials among different mediums

Skills and abilities

- Must be highly organized with exceptional attention to detail and accuracy
- Ability to work under pressure to meet deadlines
- Ability to handle multiple tasks simultaneously
- Ability to work in a fast-paced environment
- Exceptional ability to work collaboratively and to provide excellent customer service to internal staff and external partners
- Ability to communicate clearly, concisely, and professionally both orally and in writing
- Belief and commitment to the JB way and mission and to embracing the Sisters of Notre Dame's philosophies and teachings

Working Conditions

- The work of this class is generally sedentary and performed in an office environment. Requires the use of computers and other office equipment.

Physical Requirements

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- While performing the duties of this job, the employee is regularly required to speak, stand, talk, walk, sit, see, and hear (corrected or uncorrected). The employee is occasionally required to climb, stoop, kneel, crouch, or crawl. The employee must occasionally lift and/or move up to 20 pounds.

Supervision Received

Reports to and is evaluated by the President/CEO.

Direct Reports

Indirectly oversee the marketing/advancement officer in collaboration with the director of advancement.

Conclusion

This job description is intended to convey information essential to understanding the scope of the job and the general nature and level of work performed within this job. However, this job description is not intended to be an exhaustive list of responsibilities, duties, qualifications or physical demands associated with the position.

Please review the summary of JB's Values and Competencies that contribute to and support JB's culture and the desired day-to-day workplace behaviors of all of our employees.

Julie Billiard Schools has a unique set of values and competencies that support and contribute to our culture and the desired day-to-day workplace behaviors of all of our employees.

Values

JB's Values serve to support our vision, shape our culture and reinforce the standards of behavior expected of all employees.

Collaboration: Understands that we make each other better and seeks to foster a team approach both with colleagues and other stakeholders; cooperative; open minded; trustworthy and honest. Seeks and fosters great partnerships with a focus to work jointly toward a common goal.

Compassion: Shows kindness, caring and a willingness to help others. Actions, words, and outcomes create, support and contribute to a positive environment of acceptance, belonging and respect that represents the mission of Julie Billiard Schools.

Communication: Communicates effectively with colleagues, JB staff and external stakeholders to better understand and to develop productive career relationships; works in partnership with others to meet or exceed expectations while achieving JB's mission.

Family: Values, supports and embraces the diversity of peers, colleagues, students and others that makeup the Julie Billiard Schools Family or community.

Positive Attitude: Maintains a positive attitude and incorporates humor into work with team, JB community, and external stakeholders.

Competencies

JB's Competencies support the mission, vision and values of our organization. They are a combination of observable and measurable knowledge, skills, abilities and personal attributes that contribute to effective employee performance.

Develops Effective Relationships: Effectively communicates with JB colleagues and team members and develops productive career relationships with others; works in partnership with others to meet or exceed expectations while earning respect.

Growth Mindset: Demonstrates willingness to take on tasks outside of comfort zone and learn while doing, proactive and does not wait to be asked to take initiative; makes suggestions for internal and external stakeholders that will challenge and improve processes.

Quality of Work: Strives for excellence in his/her work; creates deliverables that meets or exceeds expectations and deadlines; effectively executes on day-to-day work and on projects; adapts relevant Julie Billiard values and competencies into work; willing to “do whatever it takes” to get the job done.

Hard Work: Shows resourcefulness and does what it takes to get the job done, exceeding JB expectations. Adept with available tools and technologies; executes a project work plan and timelines to meet stakeholder expectations; understands and meets project economics. Understands and applies best practices.

Excellence: Strives to raise the bar and set the standard for career excellence in his/her field to ultimately reflect on JB Schools as a leading network for children with special learning needs and an exceptional employer for those who share our mission.

Leader – Competencies – for employees in leadership roles or who have direct reports
(not applicable to teachers or individual contributors)

Leader: Creates and maintains an environment that allows employees and students to grow and be successful. Builds accountability and maintains effective relationships with others.

Faith Leader: Provides spiritual leadership for the staff and students. Reflects and models Catholic values and attitudes in interactions with others.

If you meet these qualifications, please submit cover letter and resume to Danna Avsec at davsec@jbschool.org.