

Position:

Communications Director

Basic Responsibilities:

Reporting to the School Advisory Group (which includes the Principal) and Finance Committee, the Communications Director is primarily responsible for strengthening the St. Bernadette Parish and School community. His or her priorities would include identifying and coordinating fundraising projects, enhancing school enrollment and managing communication efforts within the parish. This position would work with various school and parish groups and committees to focus and coordinate their efforts to ensure smooth operation of the entire St. Bernadette community.

Specific Responsibilities:

- Assist the Finance Committee and School Advisory Group in identifying and coordinating various school and parish fundraising efforts. This would include working with the various committees to develop one overarching approach to fundraising.
- Assist the Pastor and Finance Council with soliciting individual and corporate sponsorships.
- Ensure that all available grants have been identified and pursued. Write and follow through on any potential grants.
- Strengthen the relationship between St. Bernadette and its cluster parish, St. Ladislav, and look for opportunities that may benefit both parish communities.
- Assist in developing and implementing an integrated communications and public relations program for the school and parish. Publicize and promote the benefits of being a parishioner at St. Bernadette's parish so that such benefits are known throughout the community. This will involve improving perception of the school through the use of newsletters, e-mail, web page and media contacts.
- Improve and expand the marketing of St. Bernadette School to current and potential families. Activities would include, but not be limited to, maintaining a database of prospective students and contacting the parents of those students through direct mail, e-mail and telephone contact.
- Strengthen relationships with local preschools, daycare facilities, PSR families and alumni. Research ways to keep alumni involved in the school and parish.
- Develop school information packages and coordinate school tours and open houses with the assistance of "The Bull Dog Boosters" (formed to assist with student retention & recruitment).
- Coordinate a family mentoring program in conjunction with the The Bull Dog Boosters. This program's intent would be to ensure that newer families feel welcomed by the school and its families. This program may also serve to resolve potential social issues within the school.
- Perform other duties and responsibilities as assigned by the Principal.

Qualifications:

- A bachelor's degree in liberal arts or related field, such as business management, marketing, nonprofit management, communications or public relations.
- Experience in public relations, marketing, fund-raising or nonprofit management.