

Bishop Stang's Mission

Bishop Stang High School is a Catholic, college-preparatory school of 490 students located along the beautiful South Coast of Massachusetts in North Dartmouth, Massachusetts. Employees are called to share the Gospel of Jesus Christ by "making known the goodness of God." We holistically educate a diverse student body in a respectful, nurturing and disciplined environment. Our school family inspires young people to excel in learning and life through growth in faith, integrity, knowledge and service.

If you are interested in this position, please send an email expressing interest, a resume, and your college transcript to Mr. James Benson, President at jbenson@bishopstang.org.

Bishop Stang Director of Communications

The Director of Communications is responsible for developing and implementing best practices and strategies in communications that will highlight the successful initiatives and endeavors of Bishop Stang students and educators. The Director's primary purpose is to strengthen brand awareness and understanding of the school throughout the Southeastern Massachusetts and Rhode Island region through news, social media, and video. Applicants must have the ability to think creatively and work collaboratively. The role requires efficiently balancing time between project management, writing, design, and creative work. The Director of Communication reports to the President, is an administrative team member, and collaborates closely with the Advancement and Admissions Office.

Job Responsibilities

- Collaborate with the President, Director for Advancement, and Director of Admissions to develop priorities and create a communications plan to advance Bishop Stang's public presence.
- Demonstrate understanding of the Catholic school landscape and how to position, communicate and strengthen the Bishop Stang Mission.
- Broaden awareness of Bishop Stang's programs and priorities across the community by increasing the visibility of programs among key stakeholders.
- Establish branding guidelines and best practices and guidelines consistently in all communications.
- Recognize and respond to the nuanced needs for information among crucial audiences, including internal and external parent communities as well as alumni.
- Identify challenges and emerging issues by working with the leadership team and staff to define and execute strategies that address specific issues as they arise and increase the effectiveness of internal and external communications.
- Coordinate and establish the best use of Bishop Stang's various communication products and services. (RenWeb - School Alerts - Constant Contact - Website - Mailings)
- Maximize effectiveness of the school's website and current online and print communication, for alumni and parent news, fundraising materials and appeals, annual reports, strategic planning announcements, an annual magazine, and other publications.

- Oversee the school's design and production of print, online, and video marketing initiatives, including self-published and paid advertising or sponsorships, including maintaining a solid, positive online presence with a superior website and strong social media messaging.
- Manage and develop content for all of the above by writing articles, crafting messages, and taking, collecting, editing, and organizing photographs and videos.
- Identify and pursue relationships and maintain updated contact and publication deadline information with local media outlets across the 38 cities and towns where our current and future students and families reside, and strengthen public relations by writing press releases and articles for placement in local media, Diocesan and Catholic media, and education publications.
- Support the President as the primary chief communicator and counsel the school leadership team on all communication matters.
- Maintain a strong team relationship with the Directors of Advancement and the Admissions Team to support fundraising and recruitment.
- Work collaboratively with teachers and administrators to understand and underscore the merits of the school's programs in marketing initiatives.
- Direct monthly communication meetings, and regularly attend school leadership meetings, including Advisory Board, President's Cabinet, and Leaders Group.

MINIMUM QUALIFICATIONS (KNOWLEDGE, SKILLS, AND ABILITIES)

Seeking a dynamic individual who works collaboratively and creatively with colleagues. Candidates should be passionate about communications and be excited to work in a school community. Applicants should be passionate about writing and using images to make the school shine. Seeking applicants with:

- Bachelor's degree in marketing, communications, public relations, or a related field required;
- School communications experience and background in Catholic education as an employee or student a plus;
- Demonstrated leadership, creativity, and collaboration;
- Strong writing and communication skills;
- Successfully balance multiple projects involving strict deadlines.
- An understanding of new and emerging media and their best use in marketing communications;
- Broad computer skills and ability to operate other office equipment;
- Experience with publishing software for creating printed and online newsletters, and website creation or management experience;
- Knowledge and practice in standard office procedures, including appropriate telephone skills and etiquette; comfortable working with documents and sheets across Microsoft Office and Google;
- Maintain a professional presence and a clean and organized workspace;
- Able to work within a budget and follow basic accounting practices.

Start Date: By July 1, or sooner as available.