



IC CATHOLIC PREP

LEARN. LEAD. SERVE.

Director of Marketing

IC Catholic Prep is seeking a full-time Director of Marketing effective immediately.

IC Catholic Prep is a Catholic, co-educational, college preparatory high school. The school was founded in 1936 by Monsignor William Plunkett with a vision of educating the whole person in “spirit, mind, and body.” Embracing our Catholic identity and the example of Mary, the Immaculate Conception, ICCP students are challenged and inspired to learn, lead, and serve. IC Catholic Prep offers a solid and rigorous college preparatory curriculum, which serves the entire student body.

IC Catholic Prep is the oldest co-educational Catholic high school in DuPage County and is the only parish high school in the Diocese of Joliet. IC Catholic Prep is located in Elmhurst, Illinois.

Description

The Director of Marketing and Communications is responsible for furthering the Mission of ICCP through a comprehensive marketing, communications, and public relations program supporting both internal and external stakeholders. The Director will be responsible for setting annual, as well as long-term goals intended to maximize institutional visibility and awareness. This individual oversees the daily design and development of marketing materials, image content, and press releases for all school departments including Academics, Athletics, Admissions, and Institutional Advancement.

The Director reports directly to the President. The Director will partner with the Principal, other members of the Finance Office, Institutional Advancement, and other school staff (i.e., Academics, Athletics, Admissions), and the Board of Directors to capture a holistic view of marketing and communication needs. External to the school, the Director will maintain relationships with all media distribution channels, both print and on-line.

Essential Duties & Responsibilities

- Create, implement, and measure the success of a comprehensive marketing, communications and public relations program designed to effectively portray ICCP’s culture and student offering.
- Clearly articulate ICCP’s “brand” and manage the use of that brand on all ICCP print and electronic materials such as letterhead, use of logo, brochures, and presentations.
- Coordinate with all Academic departments, Athletic teams, and other school groups to plan for their marketing and communications needs. Adjust the plan throughout the year as needs change.
- Develop, or oversee the development of ALL marketing, communications and public relations materials including school publications, external press releases, social media messaging, ICCP website content, admissions videos, fundraising engagements, and other materials. Maintain relationships with all applicable vendors to support these activities.
- Manage relationships with all targeted media to ensure consistent interest in ICCP activities and ensure appropriate response to all media requests.

- Ensure the proper capture, usage, and storage of all image content (i.e., videos, photos) that supports ICCP's brand and can be used for all marketing and communications.
- Utilize market best practices to help ICCP operate with initiative and innovation by coordinating periodic market research to monitor click-through rates on materials distributed.
- Monitor social media and bring attention to any activities that do not support ICCP's philosophy, mission, vision, and values.
- Prepare and track an annual budget for marketing.
- Assist the President in meeting all goals and objectives, and report progress to the President and the Board of Directors, as appropriate.

Qualifications

- Bachelor's degree in marketing, communications, journalism, or public relations preferred.
- Experience with graphic design and social media preferred.
- Ability to work flexible hours.

Required Knowledge, Skills, and Abilities

- Represents ICCP in a positive manner internally and to the broader community. Able to formulate and articulate a clear vision and direction. Passionate about their work and driven for success.
- Demonstrated success in the design and execution of marketing, communications (i.e., print, on-line, social media) and public relations strategies. Experience designing and developing marketing and advertising materials.
- Strong written and verbal communication skills. Demonstrated ability to manage information flow to effectively message the School's story to the market. Success negotiating with media to ensure publication of stories.
- Computer literacy in word processing and design tools, database applications, website templates, and social media platforms.
- Experience working in cross-functional teams, with a variety of peers and supervisors.
- Experience budgeting and tracking performance.
- Respect for and commitment to Catholic education.
- Displays good judgement. Is a self-starter, with a proactive, results-oriented personality. Strong organizational and interpersonal skills. Commitment to continuous improvement.
- Can manage multiple projects simultaneously. Attention to detail and ability to meet deadlines.

Apply

Letters of interest and resume addressed to the President should be sent to Bob Cronin, bcronin@iccatholicprep.org