



CRISTO REY
PHILADELPHIA
HIGH SCHOOL

Director of Communications and Marketing

The Director of Marketing and Communications is the driving force behind the Cristo Rey Philadelphia High School brand, leading communications for the internal school community (students, families, employees) and external community (donors, job partners, etc.) through the creation and distribution of social media engagement, marketing materials, news releases, newsletters and more. This role reports to VP of Advancement and Engagement.

Basic Responsibilities:

- Keeper of the school brand
- Oversees and produces, from concept to completion, a broad array of digital and/or print promotional and communication materials
- Plans and drafts the monthly President's Newsletters for internal and external communities
- Ensures all materials present a clear, consistent, and positive image for the school brand
- Manages, develops and promotes content for school social media accounts, as well the school's internal digital monitors
- Manages and edits the school website
- Plans, prepares, and distributes original promotional content such as social media ads, articles, press releases, emails, advertisements. etc.
- Organizes and plans special events and functions
- Oversees and produces interior signage within public spaces of school building.
- Arranges and oversees all photography, videography and press coverage
- Develops and maintains strong relationships with vendors
- Performs other related duties as assigned

Requirements for Success:

- Understands and supports the mission of the school
- Strong organizational skills and acute attention to detail
- Ability to lead multiple projects at one time
- Excellent verbal and written communication skills
- Thinks outside of the box
- Self-starter and enjoys interacting with people of all types
- Ability to work both independently and as a member of a team
- Comfortable in a flexible, challenging environment

- Technical skills: Microsoft Office Suite, all social media platforms, graphic design, Adobe Photoshop and Illustrator, CMS, marketing analytics, photography, videography

Education & Experience:

- Bachelor's degree in related field preferred
- 5+ years of experience in marketing, communications, or a related field

Other:

- Location: 1717 W. Allegheny Ave., Philadelphia, PA 19132
- Salary based on candidate's experience

Application Process:

- Submit one PDF containing the following documents to jointheteam@crphs.org:
 - Cover Letter
 - Three (3) Professional References
 - Resume

About Cristo Rey Philadelphia High School

Cristo Rey Philadelphia High School is an independent, Catholic, college preparatory school for young men and women of all faiths. Cristo Rey Philadelphia High School nurtures and challenges young women and men to recognize and realize their full potential as they grow to love God, respect others, and serve their community.

The school welcomed its first class in August 2012 and now serves about 540 freshman, sophomore, junior, and senior students. For seven years, Cristo Rey was located in the Logan neighborhood of North Philadelphia. At the start of the 2019 school year, Cristo Rey moved to its new campus in the Allegheny neighborhood and remains committed to serving under-resourced families from across the greater Philadelphia and Camden areas. The school utilizes a longer school day and year, structured academic assistance, and counseling support to prepare students, who start between two and three grade levels behind academically, for college. The school's goal for every student is not simply high school graduation or college acceptance but college graduation. It is the challenging mission of the faculty and staff to prepare every Cristo Rey Philadelphia student to be successful in college.

All students enrolled in the school participate in a unique corporate Work-Study Program that provides students with the opportunity to build core skills that will help them succeed in college and the modern workplace. Each student works five full days per month in an entry-level job in a professional work environment. The objective of these jobs is to reinforce the capabilities — reading comprehension, mathematics, discipline, persistence, and a strong work ethic — that students need to be successful in college and career, as well as to provide students with opportunities for development of one's self-esteem and exposure to a professional corporate

culture. The money earned through the students' work goes directly to the school to cover a significant portion of the cost of their education.

The school is endorsed by the Oblates of St. Francis de Sales, the Sisters, Servants of the Immaculate Heart of Mary and the Augustinians. Cristo Rey Philadelphia was the 25th school in the national Cristo Rey Network, which now has 38 schools across the country. Network schools have established a tremendous record of success preparing students for success in college and in life.