



Seattle Preparatory School Director of Communications & Marketing

School Mission and Description:

Seattle Preparatory School is a Catholic, Jesuit college preparatory school. Located on North Capitol Hill, Seattle Prep is a co-ed high school serving 760 students from many different grade schools and zip codes in the Seattle area. Founded in 1891, the school has a strong tradition of excellence and care for the formation of the whole student.

Seattle Prep is guided by its mission statement: *Seattle Prep is a Catholic, Jesuit college preparatory school. We embrace the Ignatian ideals that God may be found in all things, that each person is sacred and that we are created to serve others in community. Our mission is to form discerning, transformational leaders who are intellectually competent, spiritually alive, open to growth, loving and committed to justice.* Seattle Prep seeks qualified professionals who wish to partner with us in our mission of developing “men and women for others.”

Reports to: President & Director of Development

Position Term: This is a fulltime, year-round position, with an anticipated start date in late January.

Position Description:

The Director of Communications & Marketing bears the overall responsibility for communications, marketing, and public relations for Seattle Prep. This position works closely with the President, Director of Development, Director of Admissions, and other members of the Prep administration to ensure consistent, engaging messaging to all Prep constituents, including prospective families, current parents, alumni, and friends of Prep.

Specific responsibilities include:

- Creating and implementing a comprehensive, strategic communications and marketing plan for the school.
- Managing the Seattle Prep website, including page creation, formatting, and organizing written and photo content.
- Producing two issues of Panther Tracks (community magazine) each year, including writing, editing, managing contributors, and working with graphic designers.
- Creating email marketing campaigns and communications to Prep constituents, including a weekly parent newsletter.
- Monitoring, strategizing, and producing Prep social media content (Facebook, Instagram, Twitter, YouTube, etc.) for various departments (Alumni, Student Life, Athletics, etc.)

- Strategizing, creating, and collaborating with graphic designers on print collateral for various departments (materials for Admissions, Development, etc.).
- Communicating with local publications and news outlets on public relations initiatives; creating press releases; with the President, acting as point-of-contact for press inquiries.
- Serving as a creative or marketing consultant for faculty and staff.
- Managing the Communications & Marketing budget.

Qualifications:

The Director of Marketing & Communications is a dynamic position that covers a wide variety of duties throughout the school year and requires a high degree of creativity and problem solving. A successful candidate will be a self-starter and natural storyteller who enjoys the entire marketing process, from concept to completion. Applicants should display an ability to organize and manage a diverse workload of both long-term and short-term projects.

Other qualifications include, but are not limited to:

- Demonstrated leadership in a marketing or communications role.
- Excellent writing and editorial skills.
- Proven success in content marketing initiatives.
- Experience working in a content management system (Prep uses FinalSite education platform for its web services).
- Familiarity with Adobe Creative Suite (particularly Photoshop, Lightroom, and InDesign).
- Experience with an email marketing service (Prep uses MailChimp).
- Broad knowledge of social media marketing, including best practices.

Salary and Benefits

Seattle Prep offers a highly competitive salary and benefits program, commensurate with background and experience.

Application Process:

If you are interested in applying for this position at Seattle Preparatory School, please submit (electronically) a cover letter, resume, and list of three references to Kent Hickey, President, care of Sheree Fisher at sfisher@seaprep.org. References will not be contacted until the interview phase. Please also visit our website, www.seaprep.org, for additional details about Seattle Prep. The application window will close when the position has been filled.

Seattle Preparatory School does not discriminate in its employment decisions or practices on the basis of gender, age, race, color, marital status, honorably discharged veteran or military status, national and ethnic origin, sexual orientation or any disability that can be reasonably accommodated in the administration of its educational policies and school administered programs.