

POSITION TITLE: COMMUNICATIONS MANAGER

WHO WE ARE

Cristo Rey Orange County High School is located in Santa Ana, CA, and is part of the national Cristo Rey Network of Catholic high schools. Cristo Rey schools use a rigorous academic model, supported by best practices in instruction and assessment, to prepare students with a broad range of intellectual abilities for college and life. Cristo Rey Network schools employ an innovative Corporate Work Study Program that provides students with real world work experiences. In this unique model, every student works to earn the majority of the cost of his or her education while gaining job experience, growing in self-confidence, and realizing the relevance of this education. Students work in various corporate and business settings including law firms, banks, hospitals, universities, and with other professional organizations.

POSITION SUMMARY

Cristo Rey Orange County seeks a dynamic and passionate Communications Manager to join our dedicated team. The chosen candidate will serve as a cornerstone in enhancing our organization's visibility and reputation. We are seeking an individual with outstanding communication skills, boundless creativity, and a profound understanding of diverse communication channels. This pivotal role demands a proactive professional capable of crafting and executing effective communication strategies to engage stakeholders, including current and prospective students, parents, staff, donors, corporate partners, and the broader community.

ROLES AND RESPONSIBILITIES

Understand, embrace, and implement the school's mission and philosophy as written in the Mission Effectiveness Standards, participates in the Christ-centered life of the school; and models the school's philosophy in working with colleagues and stakeholders.

Strategic Communication Planning:

- Develop and execute comprehensive communication strategies promoting Cristo Rey Orange County's mission, programs, and achievements.
- Collaborate with leadership to align communication initiatives with organizational goals and objectives.
- Participate in Cristo Rey Network professional development and use the shared resources available.

Content Creation and Management:

- Produce high-quality written, visual, and multimedia content for various communication platforms, including the website, social media, newsletters, and press releases.
- Manage and update the organization's website and social media channels with relevant, compelling, and engaging content.

- Develop impactful stories, case studies, and testimonials highlighting the profound impact of our programs and initiatives.
- Generate stakeholder stories, stewardship pieces and recognition for the website, social media, newsletters, and press releases.
- Coordinate photography and other asset creation.
- Collaborate on stewardship and impact reporting.
- Investigate and manage partnerships with university students or other collaborators.

Media Relations:

- Cultivate and nurture relationships with local and regional media outlets, journalists, and influencers to secure media coverage for Cristo Rey Orange County.
- Prepare and distribute press releases and media kits to garner positive media attention.

Event Promotion:

- Strategically plan and implement communication strategies to promote school events, fundraisers, and community outreach programs.
- Create promotional materials and coordinate event-related communication efforts.
- Produce event programs and manage briefings as appropriate.

Internal Communication:

- Ensure clear and consistent internal communication within the organization, keeping staff and stakeholders well-informed about crucial developments and initiatives.

Brand Management:

- Safeguard and elevate the organization's brand identity, ensuring consistency in messaging, visuals, and tone across all communication channels.
- Approve all uses of logos on all printed or e-materials including apparel.

Analytics and Reporting:

- Utilize analytics tools to track the effectiveness of communication strategies and campaigns.
- Generate reports, analyze data, and derive actionable insights to measure the impact of communication efforts, leading to data-driven recommendations for continuous improvement.

QUALIFICATIONS AND SKILLS

- Bachelor's degree in Communications, Public Relations, Marketing, or a related field.
- Proven track record in communications, preferably in the education or nonprofit sectors.
- Exceptional adaptability in writing, editing, and storytelling across diverse audiences and platforms.
- Proficiency in digital marketing, social media, and website management.

- Outstanding interpersonal skills, demonstrated ability to build and sustain diverse stakeholder relationships.
- Strong organizational and time management skills with exceptional attention to detail.
- Demonstrate a high level of professionalism, initiative, resourcefulness and personal accountability.
- Creative thinker with a flair for innovative communication strategies.
- Proficiency in Microsoft Office; familiarity with graphic and video editing tools is advantageous.
- Experience in crisis communication and reputation management.
- Thorough understanding of SEO and analytics tools for assessing communication effectiveness.
- Expertise in media relations; adept at pitching compelling stories to relevant outlets.
- Project management capabilities, ensuring timely and cost-effective completion of multiple projects.
- Work alongside a leadership team dedicated to the success of Cristo Rey Orange County.
- Passionate about making a positive and sustainable impact on students.
- Exceptional verbal and written communication skills; fluency in English, proficiency in Spanish strongly preferred.
- Satisfactory completion of a criminal history background check and fingerprinting is required.

OTHER

- FLSA Status: Exempt
- Reports to: Vice President of Advancement
- Compensation: Salary commensurate with experience, ranging from \$60,000 to \$90,000. Eligible for healthcare benefits (medical, dental, and vision), paid holidays and vacation time, and retirement plan.
- Work Schedule: Full-time; 12-month

HOW TO APPLY

Send PDFs of your resume and cover letter sharing why you are qualified to be the Communications Manager along with three professional references and one personal reference to jbaker@cristoreyoc.org with the "Communications Manager" in the subject line.