

CATHOLIC SCHOOLS CENTER OF EXCELLENCE

The Catholic Schools Center of Excellence (CSCOE) is a nonprofit organization based out of Edina, MN, with a simple two-part mission: to help all Catholic elementary schools in Minnesota enhance excellence while increasing student enrollment.

POSITION DESCRIPTION: Director of Communications

The Director of Communications' chief responsibility is to tell the CSCOE story, captivating communities and promoting engagement and enthusiasm through innovative strategies. The Director of Communications will champion and deliver exceptional content with impact across all platforms while consistently articulating and promoting the mission of the Catholic Schools Center of Excellence. The position will report to the organization's President. This position is a full-time, exempt position located in Edina, MN.

Duties and Responsibilities

The Director of Communications will:

- Lead our team and be the heart and soul of all central communication from CSCOE.
- Establish and conduct an integrated communications strategy for the organization incorporating PR, marketing, and digital initiatives.
- Establish and administer brand guidelines and standards.
- Consistently monitor and evaluate the effectiveness of communications initiatives and adjust as necessary to maximize effectiveness.
- Create momentum and awareness of the organization's mission, initiatives, and accomplishments through innovative communications strategies.
- Lead the formation of online content and select appropriate digital platforms and advertising methods to effectively reach target audiences.
- Manage the development, distribution, and maintenance of all central communication and development department related print and electronic collateral, including event marketing, signage, manuals, forms, ads, invites, mass emails, annual report, etc.
- Choreograph the design and content of the organization's website and social media channels; and ensure that new, timely, and engaging information is consistently posted, and platform excellence is maintained.
- Mentor and lead school principals, or designated school representatives, through select system-wide communications and branding initiatives.
- Track and measure engagement and outcomes of communications initiatives while being prepared to modify and improvise as needed.
- Serve as editor-in-chief of the organization's print and electronic magazine.
- Manage applicable vendor relationships.
- Accomplish, with excellence, other duties as assigned by the President.

Qualifications

The Director of Communications is committed to the organization's mission, an enthusiastic advocate of the value of Catholic schools, and skilled in articulating and generating excitement in the mission.

The CSCOE Director of Communications is an experienced professional with a proven track record of at least five years, with expanding responsibilities in a communication and/or public relations position.

Ideally, the Director of Communications holds a bachelor's degree in Journalism, Marketing, Public Relations, Communications, English, or a related field or has comparable experience.

The Director of Communications will also possess:

- A highly collaborative style with experience developing and executing communications strategies.
- An eye for detail and consistency, particularly around CSCOE's branding and voice.
- The capacity to create and meet deadlines for individual and collaborative projects.
- The knowledge of current effective communication methods, the skill to identify and coordinate new techniques, and the ability to approach, teach, and encourage other CSCOE team members about all communication options.
- The proficiency to work independently.
- The talent to prioritize daily activities, big picture/long term goals, and last-minute communication necessities.
- Excellent writing, editing, proofreading, graphic design, and professional publishing skills across various types of media.
- A strong track record as a facilitator who thrives on managing a variety of key initiatives concurrently.
- Self-motivated with a positive and professional approach to management.
- The ability to build relationships with flexibility and finesse, lead by example and inspire excellence.
- High energy, maturity, and leadership with the ability to orchestrate and lead communications discussions at strategic and tactical levels.
- A sincere commitment to the mission of the organization and to working collaboratively with all constituent groups.
- Talent to organize and set clear expectations for tasks and deliverables.
- Capability to manage external vendors.

Working Conditions

CSCOE exists to advance education within the Catholic elementary schools throughout the state of Minnesota. Accordingly, the Director of Communications is expected to collaborate and be familiar with the individual schools that comprise this Catholic school system. The nature of the organization also requires the Director of Communications to accommodate flexible work hours, including occasional evening and weekend meetings or events as well as local travel to individual schools.

Management Responsibilities

The Director of Communications leads the CSCOE team and champions with excellence all central communication of the organization.

The Director of Communications will directly manage various contractors and freelancers including writers, graphic designers, special project managers, etc.

The Director of Communications will indirectly lead, coordinate, and oversee the efforts of individuals (employees and/or volunteers) assigned with responsibility for communications within individual schools on select system-wide communications and branding initiatives.