



Arrupe Jesuit High School

Job Title: Director of Marketing
Designation: Non-Faculty

Reports to: President
Exemption Status: Exempt

About Arrupe Jesuit:

Arrupe Jesuit High School is a Jesuit Catholic, co-educational, college preparatory school sponsored by the Jesuits of the USA Central and Southern Province. Arrupe Jesuit High School is a Catholic, college preparatory school offering students with limited economic resources a high-quality education by emphasizing faith-centric experiences, rigorous academics, and a unique work study program that fosters community, leadership, personal growth, and opportunity for all. Our goal is to empower graduates who will continue their education and return as leaders in their communities.

Position:

The Director of Marketing is responsible for strategic oversight, direction and promotion of all marketing activities across Arrupe Jesuit High School, including, but not limited to, philanthropic efforts, Corporate Work Study awareness, admissions recruitment, college counseling partnerships and student life happenings. They will identify and evaluate marketing strategies based on their knowledge of the organizational objectives and market characteristics. This position will also oversee the improvement of the school's brand and image across the greater Denver and Colorado communities.

Primary Responsibilities:

- Serve as an organizational leader, contributing to overall school direction and strategy
- In partnership with the Director of Philanthropy and Senior Leadership, engage in formulating and executing the school's comprehensive strategic vision and forward-thinking process in all marketing and communications initiatives
- Build bridges throughout the school to aid in building a culture of collaboration
- Respond to needs for the greater good of Arrupe Jesuit High School and its image in the community, as appropriate
- In partnership with the President and Director of Philanthropy, manage the marketing budget in accordance with guidelines and school needs
- Lead and oversee the Marketing and Events Manager, providing direction and review of best practices
- Develop marketing reports to support strategic initiatives and present to Philanthropy Department and Board of Trustees
- Maintain strategic oversight of communications and marketing
 - Develop, lead and execute marketing activities of Arrupe Jesuit including website, brand management, social media, video and photography support and PR to various audiences
 - Create and implement an integrated strategic marketing plan to advance Arrupe Jesuit High School's brand identity, and broaden awareness of the schools programs and the Corporate Work Study Program

- Determine the best strategies and practices to increase the visibility of Arrupe Jesuit High School across key stakeholder audiences, including but not limited to, CWSP partners, prospective students and families, university partners and the benefactor community
- Develop and lead a marketing and public relations strategy that complements Arrupe Jesuit's overall strategic goals
- Produce communications to cultivate and enhance meaningful relationships with external audiences
- Oversee development of all print and electronic communications including newsletters, the annual report, appeals, PR and website direction, marketing collateral materials (annual and campaign-related), etc.
- Assist in the planning and implementation of all campaign needs including expert messaging, storytelling, collateral-building and stewardship practices for campaign donors
- Oversee marketing and communications calendar
- Conduct complex analyses to inform strategy and track results
- In partnership with the Marketing and Events Manager, develop and execute fundraising and other school events of Arrupe Jesuit
 - School event support and attendance, including but not limited to, volunteer opportunities (Pedro Arrupe Writing Challenge, Senior Capstone), admissions visits, college signing day, report card night, etc.
 - Provide oversight of all event-related tasks
- Work with the Philanthropy Team to achieve the financial goals and requirements of the organization
- Coordinate and participate in promotional activities and events to market services and further the mission and goals of AJHS
- Forecast projected revenue outcomes for various initiatives
- Analyze trends and keep current on activity of other education institutions
- Seek opportunities for improved process and procedure for the Philanthropy Department and Marketing efforts
- Other duties as assigned

Minimum Qualifications:

- Bachelor's Degree from an accredited institution
- Three (3) to five (5) years of marketing experience, ideally within the non-profit sector or school environment
- Understanding of and commitment to upholding the Catholic Jesuit values and mission of Arrupe Jesuit High School

Preferred Qualifications:

- Ability to manage multiple tasks simultaneously, adapt to changing priorities, manage time and meet deadlines
- Strong writing and communication skills with ability to maintain consistent messaging while writing to different audiences
- Ability to effectively manage, lead, grow and motivate staff members

- Demonstrated successful, visionary leadership and management experience
- Excellent project management and organizational skills
- Proven ability to work in a team environment, develop effective interpersonal relationships and provide exceptional customer service and benefactor support
- High level of motivation, strong sense of initiative and self-direction
- High proficiency of computer skills including Microsoft Office and Google Suite
 - InDesign, SalesForce and Greater Giving experience *preferred*
- Expert knowledge of general office procedures, protocol and professionalism
- Expert knowledge of Business English spelling, punctuation and grammar
- Understanding of the grant making process *preferred*
- Sensitivity to and respect for the socio-economic, racial and religious backgrounds of the student body
- Strong commitment to the Jesuit Catholic mission of the school and the values of the Corporate Work Study Program

Working Conditions:

While performing the duties of this job, the employee is regularly required to talk and hear. Must be able to remain in a stationary position for 50-75% of the time. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, and ability to adjust focus. Working conditions include being in a shared workspace. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. Employee will be asked to work occasionally on nights and weekends.

Compensation:

- Position is full-time, year-round with occasional night and weekend work
- Salary is commensurate with experience, with a target range of \$85,000 - \$100,000
- Full benefit package including health, dental, vision, long-term disability, 403b retirement plan, life insurance, sick leave, paid vacation and holidays

Contact:

Please submit your cover letter and resume to jobs@arrupemail.org