



# CAREER OPPORTUNITY



BayView ACADEMY



## DIRECTOR OF COMMUNICATIONS

Bay View Academy seeks a dedicated, experienced and energetic communications professional to serve as Director of Communications and foster a strong presence for the Academy in both traditional and emerging media. The Director of Communications must promote the visibility of the Academy, serve as brand ambassador, and provide clear messaging to both internal and external constituencies. Are you a story teller? Are you articulate, well-written, and excellent at getting your message across? Then go to [bayviewacademy.org](http://bayviewacademy.org) for application information.



## THE ACADEMY

St. Mary Academy - Bay View is an independent, Catholic school serving a diverse population of girls from pre-school through grade 12.

In the tradition of the Sisters of Mercy, we foster academic excellence in an innovative and creative learning environment.

We are committed to empowering each student to be a confident, independent, compassionate and socially conscious young woman who fully lives her faith.

**Providing academic excellence to girls and young women since 1874.**



### CONTACT US

401.434.0113 ext. 156

3070 Pawtucket Avenue  
Riverside, RI, 02915

[bayviewacademy.org](http://bayviewacademy.org)



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## DIRECTOR OF COMMUNICATIONS

The Director of Communications works closely with the President to provide Academy-wide service, support and management of internal and external communications. The Director of Communications is responsible for the timely maintenance of the Academy website and portals. He/She is also responsible for a comprehensive social media strategy and implementation, as well as public relations across traditional media.

### RESPONSIBILITIES

- ☞ Prepare an annual communications plan to service the needs of the Academy, including internal communications, external communications and marketing;
- ☞ Work with the Marketing Committee of the Board of Trustees to provide marketing materials and oversee media buys and scheduling;
- ☞ Management of the Academy brand to ensure that all stakeholders are adhering to brand standards in internal and external communications;
- ☞ Create, manage and maintain website content, including news articles, admissions materials, online forms, directory and multiple calendars;
- ☞ Create, manage and maintain PlusPortals content, including homepage design, academic calendar, Academy forms, and school resources (such as important links and files);
- ☞ Create and disseminate e-newsletters via eNotify (through the Academy website);
- ☞ Create and distribute videos on an as needed basis;
- ☞ Monitor and respond to website Google Analytics;
- ☞ Coordinate photography for web and marketing;
- ☞ Provide photography for social media and press;
- ☞ Organize, share and maintain all photography files via Dropbox;
- ☞ Oversee and manage social media outlets (seven accounts total across Twitter, Facebook and Instagram) with ongoing, consistent engagement, and launch an Academy LinkedIn account;
- ☞ Provide original content to four social media accounts on a daily/multiple times a day basis;
- ☞ Launch and monitor social media and PPC advertising campaigns, including design and analytics;
- ☞ Work with the administration to promote school events throughout the year, both internally and externally;
- ☞ Write and disseminate media advisories and press releases on a consistent basis to preserve positive Bay View Academy presence in traditional media;
- ☞ Populate community calendars;
- ☞ Research, write and edit content for annual magazines/newsletters, as well as assist with content for the annual report;
- ☞ Provide input and editorial review of all advancement materials, including appeals and alumnae e-newsletter;
- ☞ Work with the graphic designer, providing creative direction (including content writing and photography sourcing) for magazines, annual reports, annual lottery calendar, digital and print marketing, admissions collateral, and program books;
- ☞ Serve as point person for administrators, faculty and staff in matters regarding to external communications;
- ☞ Draft and/or edit speeches, newsletters and presentations as necessary for the president and administrators;

# DIRECTOR OF COMMUNICATIONS

## RESPONSIBILITIES...

- ☒ Liaise with administrators and attorney with regards to maintenance and updating of personnel policies and handbooks;
- ☒ Maintain crisis plan and sample crisis communications;
- ☒ Coordinate communications (internal and external) in crisis situations;
- ☒ Represent the Academy as spokesperson as needed;
- ☒ Serve as Academy contact to all media outlets, forging strong relationships with local press;
- ☒ Maintain up-to-date media e-distribution and contact list;
- ☒ Serve on the Academy's NEASC and Marketing Committees;
- ☒ Travel as necessary;
- ☒ Evening and weekend hours as required;
- ☒ This position reports to the President.

## SKILLS/QUALIFICATIONS

- ☒ Demonstrably strong writing, verbal, planning and organizational skills;
- ☒ Excellent leadership ability;
- ☒ Great teamwork skills;
- ☒ Outgoing and enthusiastic personality with outstanding interpersonal skills;
- ☒ Skilled in developing communication strategies;
- ☒ Strong public speaker;
- ☒ Ability to manage press conferences and field media;
- ☒ Familiarity with social media trends;
- ☒ Demonstrated ability to manage multiple and competing demands to identify priorities and meet deadlines;
- ☒ High professional and ethical standards for handling confidential information;
- ☒ Robust knowledge of Microsoft Office and Google products;
- ☒ Knowledge of Raiser's Edge, iMovie, InDesign, Adobe Illustrator and Photoshop a plus;
- ☒ Must have previous CMS experience;
- ☒ Bachelor of Arts and previous experience in communications, marketing or journalism

## TO APPLY



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Go to [bayviewacademy.org/about-bayview/employment-opportunities](http://bayviewacademy.org/about-bayview/employment-opportunities) and download the "Non-Teaching Application." Application, cover letter and resume should be submitted via email to [employment@bayviewacademy.org](mailto:employment@bayviewacademy.org), or mail to Bay View Academy to the attention of the President's Office.

*AN EQUAL OPPORTUNITY EMPLOYER: St. Mary Academy – Bay View commits itself to maintaining a welcoming environment for all people and extends its welcome in particular to those who may be vulnerable to discrimination on the basis of their race, color, national origin, sex, religion, disability, age, marital or parental status, sexual orientation, military status, or other legally protected status.*