

## **JOB OPENING**

### **DIRECTOR OF COMMUNICATIONS**

Georgetown Visitation Preparatory School invites applications for a full-time Director of Communications. Located in Washington, DC, and founded in 1799, Georgetown Visitation Preparatory School educates young women in grades 9-12 in a faith-centered community focused on educational excellence and rooted in the Roman Catholic faith and Salesian tradition.

The ideal Director is a skillful, creative, and collaborative leader who is adept at both the big picture and the minute detail. In partnership with diverse stakeholders, she or he will set communications strategy and deliver meticulously executed communications that help the school meet its goals. She or he is an exceptional writer, editor, and communicator who demonstrates a strong commitment to Catholic and women's education and the school's Salesian charism.

#### **Responsibilities include:**

- Work collaboratively to develop and implement a marketing and communications plan that advances the school's mission and supports its strategic goals
- Manage the creation and dissemination of majority of school's print and electronic communications (including serving as editor of its biannual magazine) and ensure that all meet the same standards of quality, brand consistency, and efficacy
- Collaborate with diverse offices, departments, and constituents (particularly Admissions) and to meet a wide range of communications needs for various audiences
- Write, edit, and art direct materials (e.g. magazine features, speeches, correspondence, admissions and fundraising materials, advertisements, email and web content, and social media posts)
- Lead public relations efforts, maintain relationships with press, and serve as one of the primary spokespeople for school
- Supervise one full-time employee and advise part-time development communications staffer
- Manage communications budget
- Direct outside vendors (photographers, graphic designers, printers, etc.)
- Serve on and provide strategic communications guidance to various boards and committees, including the Senior Team, Tuition & Enrollment Committee, and Crisis Communications Team
- Stay abreast of best practices and new trends in the field, provide recommendations to school, and skillfully implement approved changes or shifts
- Assist with photography, layout, and other office responsibilities as needed

#### **Job Requirements:**

- A strong commitment to Catholic education, women's education, and the school's Salesian

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- Bachelor's degree in communications or a related field required; master's degree preferred
- Minimum of 7 years' experience in communications, marketing, or journalism and 3 years of supervisory experience (nonprofit or school experience a plus)
- Exemplary written and oral communication skills, attention to detail, organizational skills, and artistic eye
- Outstanding interpersonal skills and the ability to work collaboratively with a wide range of offices, departments, constituents, and vendors to produce top-notch communications
- Ability to multitask and thrive in a fast-paced environment where many projects are taking place simultaneously
- Strong knowledge of Adobe CS programs (particularly InDesign and Photoshop), Google Apps and Microsoft Office, digital photography, social media (Facebook, Twitter, Instagram, etc.), content management and project management systems, and web-based databases
- Familiarity with Finalsite, Raiser's Edge, Veracross, basic HTML, and movie editing software (e.g. FinalCut Pro) a plus
- Willingness to work some nights and evenings as required (e.g. Reunion Weekend, etc.)

Interested candidates should send a cover letter with salary requirements, resume, Employment Application, and possible start date to [hiring@visi.org](mailto: hiring@visi.org). Employment Applications are available **on the Employment Page of our website, [www.visi.org](http://www.visi.org)**.