

San Miguel High School Marketing and Communications Manager

San Miguel High School (SMHS) is part of the Cristo Rey Network and is sponsored by the Brothers of the Christian Schools. The school serves students from challenging financial situations, primarily on the Southside of Tucson and is in an exciting phase of growth from 360 to 400 students. To date San Miguel has a 98% high school graduation rate.

The Corporate Work Study Program (CWSP) is the career-based component of the academic curriculum needed to graduate from San Miguel. Each student is required to work one day per week in a professional work setting, which covers approximately forty-percent of the cost of education. Many of the students who enroll in San Miguel have not considered entering a professional career field because they lack role models who encourage them to do so. However, with the collaboration and the experience from CWSP and its academics, students begin to recognize their own potential. By the end of four years, our graduates are ready to enter a university environment with confidence in their educational preparedness and a determination to succeed.

The Advancement Department is responsible for securing \$1.8 million in support annually.

Position Summary. As a member of the San Miguel Advancement Team, the Marketing and Communications Manager will report to the VP of Advancement and will develop a strategic communications and marketing plan that supports the organizational vision of the school. Support and collaborate with faculty and staff colleagues in the protection, promotion, and enhancement of the SMHS brand reputation. Manage and implement the school's marketing and communications strategies and activities for external audiences. Enhance the school's image by effectively utilizing communications tools across a diverse audience including students, donors, corporate partners, faculty, staff and parents.

In addition this position, he/she will manage the Student Ambassadors, a small group of student leaders dedicated to the positive promotion of San Miguel High School who meet once a month to become the next generation of community leaders.

A successful candidate should have a strong background in written communications, public relations, advertising, marketing including digital marketing and basic website management. The Marketing and Communications Manager must be mission and results-driven, and enjoy working with a high performing team who are called to the mission of providing a pathway to college and careers for students from low-income families.

This position is ideal for a team player who desires to work in a fast-paced development department and is well-organized and great with time management.

Job Responsibilities

School Communications Strategy (Ongoing)

- With the VP of Advancement, creates and executes a short and long-term communication plan that enhances the image of SMHS in the community and beyond to increase interest and loyalty to the school.
- Assist the department in meeting revenue and donor growth and retention goals.
- Develops and evaluates budgets for the marketing and communications program.
- Manages school logos and implements standards across the school. Articulates the school's vision and image across all media to ensure a consistent & positive brand.
- Coordinates with the Vice Presidents of the Corporate Work Study Program, Academic and Admissions to provide marketing and communications support. Ensures these departments have the tools they need to meet their strategic goals, build their departments and communicate to their respective audiences.

Marketing, Website and Digital Marketing (45%)

- Be point of contact for outside vendors for advertising, video, design, and printing.
- Oversees all social media accounts to ensure up-to-date information.
- Manages & updates San Miguel website writing content such as blogs & assisting departments to maintain their webpages.
- Takes photographs/video at all events for marketing and communication materials.
- Creates and implements the San Miguel High School Guide across all school departments working closely with outsourced graphic designer.

Donor Communications Management (30%)

- Support the VP of Advancement and the department through management of donor communications and its calendar, including direct mail appeals, annual report, printed and e-newsletters, event invitations and event signage and email communications.

General Department Support and Student Ambassador Supervision (15%)

- Assist with all aspects of planning and organizing Advancement special events.
- Recruit, train and support Student Ambassadors to coordinate tours and presentations.
- Conduct monthly Student Ambassador meetings with community speakers.
- Assign ambassadors to various community events following up with those utilizing the program.

Public Relations Management (10%)

- Communicate school news to internal and external community members.
- Find opportunities to nominate San Miguel and its faculty & staff for top of mind awareness.
- Write/edit/pitch press releases and manage relationships with media outlets.
- Seek public relations, media, and civic events for the school President to attend.
- Manages crisis communications as needed in service to the leadership team.

Job placement qualifications:

Required Experience:

- Exercise courtesy to fellow employees, students, parents, business partners, donors and the general public at all times.
- Desire to work as part of a team, friendliness, a sense of humor, and willingness to help when needed are essential.
- Bachelor's Degree in Marketing, Communications, Public Relations or similar field
- At least three (3) years' experience in similar field.
- A self-starter with the ability to meet deadlines, work independently, and have attention to detail.
- Exemplary written and verbal communications skills.
- Experience working with various social media platforms and website management.

Preferred Skills:

- Ability to build communication systems to support fundraising and school visibility.
- Ability to effectively manage multiple projects in a fun and creative way.
- Understanding of digital marketing and communications as it relates to branding and fundraising efforts.
- Familiar with Google Documents, Microsoft Windows, PowerPoint, Adobe Photoshop, Publisher and other marketing applications and software.
- Experience conducting trend analysis & analyzing quantitative marketing/communications data.
- Experience working in an academic-centered setting a plus.
- Experience working in Catholic sponsored organization a plus.
- At least two (2) years' experience managing Marketing, Communications, or Public Relations initiatives preferred.
- Bilingual in Spanish
- Ability to travel 2/3 times a year

Required Activities: Walking, sitting, standing, stooping, reaching, talking, handling, hearing, carrying and keyboarding

Compensation and Benefits: San Miguel offers a competitive salary and benefits package, including health and dental insurance, paid vacation, sick leave, and paid holidays.

To Apply: Please email a **Resume, Cover Letter, and three references** to Paloma L. Santiago, Vice President of Advancement at santiagop@sanmiguelhigh.org

San Miguel High School

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