



CINCINNATI CLASSICAL ACADEMY

FORMING HABITS OF MIND, HEART, AND SOUL

Job Description – Communications Manager

The Communications Manager is a full-time, salaried position with a 12-month work schedule, beginning January 3, 2023. (Start date is negotiable.) The Communications Manager will report to the Headmaster.

Position Overview

The Communications Manager is responsible for the school's overall strategic plan for internal and external communications. He or she will be responsible for the planning, development, and implementation of school communication via email, the school website, social media (Facebook, Instagram, and LinkedIn), schools apps, daily school announcements, weekly e-newsletter for parents, and a monthly newsletter designed for the greater school community including supporters.

The Communications Manager's essential duties and responsibilities are as follows:

Communications

- Manages planning school website event calendar
- Provides direction for website management team
- Plans, develops, and implements school communication via email, social media (Facebook, Instagram, and LinkedIn), and schools apps
- Assists in writing, publication, and distribution of weekly school e-newsletter (Sentinel Life)
- Captures campus life—and its stories—through various media including print, digital, and video
- Manages and oversees all photography and photographers (website, print materials for arts, athletics, academics, and clubs) to be able to effectively tell the CLASSICAL story
- Writes and delivers press releases and manages relationships with local media
- Prepares daily (morning and afternoon) PA announcements for the Headmaster
- Partners with the Enrollment Manager to carry out an effective enrollment marketing campaign
- Partners with the Development Manager to carry out effective development efforts, including community events and the Sentinel Annual Fund
- Ensures proper application of the school's brand for all printed, digital and verbal communication according to CLASSICAL's style guide
- Chairs the Open House Committee and oversees the execution of the annual Open House

Other Duties

- Manages yearbook program including recruiting yearbook team members
- Manages school photos program
- Assists with arrival and dismissal duties as directed by the Dean of Student Life

Computer Skills

- Proficiency in Microsoft Office Suite, primary social media platforms, online content management system (e.g. WordPress, Elementor)

- Proficiency in Adobe InDesign and Photoshop a plus

Qualifications

- Bachelor's degree in communications, marketing, public relations, journalism, English or a related field
- Experience in a school setting (preferred)
- Capacity to take initiative and be self-directed while working independently
- Proficiency in social media, marketing, repurposing content, editing, and copywriting
- Excellent verbal and written communication skills and genuine love of storytelling
- Flexibility, organization, decision-making and problem-solving skills
- Ability to meet deadlines, work on multiple projects, and coordinate work with others

Strong candidates will also embrace the school's organizational values:

- The tenets of classical, liberal arts education
- Community and partnership in the common pursuit of forming intelligent, virtuous citizens
- Excellence in teaching and learning
- The virtues we aim to teach our students: prudence, justice, fortitude, humility, gratitude, perseverance, and compassion

Compensation, Benefits and Hiring

Pay is competitive and commensurate with experience and qualifications. Benefits offered for full-time employees include health benefits, paid vacation, personal days, paid holidays, and SERS retirement plan with employer contribution. Children will receive enrollment priority if a parent is a full-time employee at the time of enrollment. All employees will be required to pass background checks.

Application Process

Staff applicants must submit the following in a single email to Mr. Michael Rose, Headmaster: mrose@cincyclclassical.org:

- Cover letter. (Please tell us how you learned about Cincinnati Classical Academy and indicate your salary requirements.)
- Resume/curriculum vitae
- Three professional references. Please include email address and phone number for each reference.