

Cristo Rey Jesuit College Preparatory School of Houston Associate Director of Communications

Reports to: Executive Director of Community Engagement

Job Summary

Cristo Rey Jesuit is searching for a creative, enthusiastic individual who desires to work in an organization that is having a life-changing impact on Houston's youth. As a high school that is dedicated to providing a college prep education exclusively for children with limited economic resources, we are eager to welcome an individual who shares our passion for supporting our students.

The Associate Director of Communications will work on a dynamic, collaborative team and will be the external and internal communications specialist for Cristo Rey Jesuit. The successful candidate is an individual who loves to brainstorm new ideas, is energetic, and creative and easily expresses their passion for Cristo Rey Jesuit through their written and spoken word.

Responsibilities include the following:

- Creates and implements a compelling Communications and Marketing strategic plan which clearly articulates Cristo Rey Jesuit's mission to various constituencies with a focus on Admissions, Corporate Work-Study, Fundraising, and Faculty/Staff recruitment.
- Integrates digital graphic design elements in external and internal communications; implements creative ideas and mini campaigns that highlight our students and alumni.
- Grows and safeguards the Cristo Rey Jesuit brand, both internally and externally, so that it remains consistent, coherent and competitive. Oversees branding on all school communications and promotional materials
- Creates and publishes weekly school e-newsletter in English and Spanish keeping our parent/guardian community informed of school events
- Maintains a professional website presence that reflects the diversity, community support, and academic rigor of the school. Updates copy on the website to be consistent across all pages.
- Coordinates production of electronic and printed materials including brochures, presentations and other promotional and marketing materials
- Creates and implements creative, professional, content, materials, and communication tools needed for school events
- Produces a printed (email and website) annual report highlighting the academic, corporate work-study, fundraising achievements of the year.
- Positions Cristo Rey Jesuit as a voice in education reform through relationships with local, state, and national media as well as via social media and online blogs. Engages in phone calls, meetings, and press releases to promote the school and our unique model of education.
- Creates and implements engaging professional content and timely updating of all social media platforms (Facebook, Twitter, YouTube, LinkedIn, Instagram, etc.)
- Coordinates and collaborates communication and marketing efforts with our sister schools within the Jesuit School Network, the Cristo Rey Network, and the Archdiocese of Galveston-Houston.
- Manages the efforts of outside vendors who provide communications and marketing support (agencies, photographers, printers, AV companies).
- Other duties as assigned

Technical Skills & Professional Qualities

- Familiarity with Canva and Adobe Creative Suite: Photoshop, Illustrator, InDesign

- Strong knowledge of Microsoft Office Suite, Google applications, and Windows
- Proficient in traditional social media applications (Facebook, Twitter, LinkedIn, YouTube, Instagram, TikTok, etc.)
- Strong project management skills; meets deadlines.
- Strong and creative writing skills
- Able to adjust copy for multiple platforms and audiences
- Must be discreet and handle confidential matters
- Must be able to incorporate school mission into all messaging

Educational and Experience Requirements

- Bachelor's degree from a four-year University in journalism, marketing or related field
- Minimum of five years of relevant communications/journalism/marketing experience; experience in a non-profit organization is a plus
- Must be familiar with AP style guide and journalistic expectations

To apply for this position, please email your resume, cover letter, 2 writing samples for two different audiences, and one social media post to Jobs@crstoreyjesuit.org.