



ST. MARY'S ACADEMY

Today's Young Woman. Tomorrow's Leader.

DIRECTOR OF MARKETING AND PUBLIC RELATIONS

REPORTS TO: President of St. Mary's Academy

GENERAL SUMMARY: This is a skilled, full-time position. The primary purpose of this office is to support the efforts of the Development, Admissions and Special Events Offices in promoting the goals, services, and accomplishments of St. Mary's Academy, 1615 S.W. Fifth Avenue, Portland, OR, 97201.

PRIMARY RESPONSIBILITIES: Design a school-wide marketing strategy, seeking out new opportunities for exposure, community involvement, and leadership. Work with Director of Admissions and Development, where appropriate.

Serve as the primary liaison to the media community, actively developing and establishing positive rapport to promote the school and increase visibility. This includes:

- Project manage all marketing materials, such as annual report, alumnae magazines and other publications and communications with ultimate responsibility for consistency with St. Mary's marketing and public relations strategy. Work with Director of Admissions, Development and Alumnae where appropriate. Some graphic design skills as needed.
- Manage advertising placement throughout appropriate media.
- Help develop central and motivating themes for Admissions and Development events.
- Provide fresh, up-to-date, and accurate content (writing and editing) for St. Mary's Web site, e-communications, template design for e-newsletters
- Identifying stories of interest, preparation and dissemination of press releases and bylined articles and pitches of news stories and events for the media. Photograph school events and activities for use in publications and on Web site.
- Knowledge of local media is an asset.
- Tracking all press coverage for monthly board press packets.
- Technology and the maintenance and cultivation of dynamic communication and social marketing skills are important.

Manage out-sourced technology projects based on internet priorities, policy directions, and goals. Promote policies, procedures, and guidelines for site and e-news content. Perform regular detailed

internet analysis and report data. Assess new standards, technologies, and trends for enhancing the SMA site and means of communication.

Maintain a continual awareness of the unfolding SMA mission and vision as it relates historically, currently, and in future years, conducting periodic image measures with various facets of the SMA community.

Raise school-wide/internal awareness to promote the institution and encourage and assist staff in marketing endeavors.

Maintain graphic and editorial standards; proofread and copy edit as needed. Ensure established branding of image and voice.

QUALIFICATIONS AND SKILLS:

Bachelor's degree required.

Proficiency with Microsoft Office Suite. Other software skills highly desired.

Exceptional attention to detail – accurate written and verbal communication, AP style preferred.

Very strong organizational skills and ability to multi-task.

Ability to work under deadlines in a fast-paced environment.

Self-directed, team player, accountable for scope of responsibility.

Flexible and open to diverse concerns, personalities, and needs of different constituencies.

Ability to manage external vendors such as graphic designers and printers.

Active leader and contributor in both teamwork and independent situations.

Values consistent with the mission of St. Mary's Academy.

Willingness to attend and/or assist with major school activities and events.

Please send cover letter, resume and news writing samples, and a previous marketing plan to: corey@stmaryspdx.org or mail to St. Mary's Academy, President Christina Friedhoff, 1615 S.W. Fifth Avenue, Portland, OR 97201. For more information please call: 503 721-7702, or visit: www.stmarypdx.org.

About St. Mary's Academy: Founded in 1859 by the Sisters of the Holy Names of Jesus and Mary, St. Mary's Academy, 1615 S.W. Fifth Ave., Portland, is Oregon's oldest continuously operating secondary school and one of 716 all-female schools in the country. The student body represents a diverse background of young women urban, suburban, and rural communities in Oregon and Southwest Washington. St. Mary's Academy is distinguished by its development of the whole person, and is the only school in the state to receive three U.S. Department of Education Blue Ribbon Schools awards.