



Director of Communications and Foundations

Overview

Saint Joseph Academy (SJA) is an academic faith community for young students in grades 7-12. We endeavor to form young men and women who will succeed in university studies, who know and love Jesus, and who actively participate in the worship and mission of the Church, including the Church's preferential option for the poor.

SJA is currently seeking a dynamic individual to join the Academy Advancement team and serve as **Director of Communications and Foundations**. This individual will oversee all aspects of marketing and publicity of the school as well as the writing and implementation of all grants to foundations and private donors.

Qualifications

- An understanding of the mission of SJA and the value of Catholic secondary education
- Ability to lead, direct, implement, and work independently
- Must have strong written and oral communication skills
- At least 5 years of relevant experience preferred

Saint Joseph Academy offers a competitive compensation package. Priority will be given to application materials received by July 21, 2017. Position will remain open until filled.

For more information or to apply, send your résumé, letter of interest, and references to:

**Donna Barron, Vice President of Academy Advancement and Alumni Affairs
101 Saint Joseph Dr. Brownsville, TX 78520
dbarron@sja.us**

DIRECTOR OF THE COMMUNICATIONS AND FOUNDATIONS

The Director of the Communication and Foundations is appointed at the discretion of the Vice President of Academy Advancement and Alumni Affairs and is responsible to the VP of Advancement for all decisions and actions. The Director of Communications and Foundations is responsible for the on-going marketing and publicity of the school as well as securing funding through grants from foundations and private sources. The Director of Communications and Foundations oversees all but not limited to the following:

Advancement – Communication

Responsibilities:

- Develops and implements a comprehensive communications plan with detailed strategies for all written or published communications, as well as the SJA website, Edline, E-Tapestry, Facebook, Instagram and Twitter.
- In consultation with the President, Administration, and the Advancement Office, creates and implements the Academy's public relations strategy and policies to include strengthening the Academy's identity and image in our community.
- Sets annual goals with specific deliverables for communications & public relations, executes action plans and is responsible for the achievement of deliverables.
- Supports Director of Admissions by developing marketing strategies for recruitment audiences and all communications regarding admissions.
- Identifies and targets new media outlets to showcase Saint Joseph Academy while strengthening existing or traditional relationships.
- Attends and photographs all major events at the Academy for use in press releases to media, for SJA website, through all communications such as Edline and E-Tapestry as well as publications.
- Develops and implements timely press releases, press kits, and calendar of events including all relevant student programs and fundraisers.
- In consultation with President, Administration, and the Advancement Office, assists the VP of Advancement with the creation and publication of annual appeals, The Annual Report, various newsletters, brochures and written communication to Academy stakeholders including current students and parents, alumni, business and community partners as well as other constituents.
- Is responsible for the daily and ongoing maintenance of the SJA website, sets policies for its content, ensures that it contains fresh, relevant content, receives information for postings from the Office of the President, Administration, and Academy Advancement, and works with all vendors and parties who contribute to the maintenance of the site.

Advancement – Foundations

Responsibilities:

- With the Vice President for Academy Advancement and Alumni Affairs, is responsible for participation in, and support of, the overall Academy Advancement plan and goals with a particular emphasis in all aspects of our work with foundations.
- Assists the Vice President and develops an annual plan as well as a longer term plan for foundations and sets and achieves measureable goals/objectives.
- Manages all phases of our work in this arena from performing research, to creating and submitting grant proposals/applications in a timely manner consistent with deadlines and an annual foundation action plan, follow-up, and stewardship.
- Works closely with the Vice President for Academy Advancement and Alumni Affairs and the Advancement Team to shape and implement the Academy Advancement's overall strategic action plans.
- Assists the Advancement Team, Advancement Committee, and parent volunteer leadership with the execution of fundraising activities – especially special events which involve media, or community partners and other stakeholders.
- Assists the Vice President for Academy Advancement and Alumni Affairs with all phases of fund development including identification of prospects, research, involvement, solicitation, follow-up and stewardship.
- Assists the Vice President for Academy Advancement and Alumni Affairs with budget planning and implementation.
- Supports the mission and vision of the Academy and strengthens a culture of philanthropy at Saint Joseph Academy.