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6126 Adelaide Avenue, San Diego CA 92115

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Nativity Prep Academy of San Diego, Inc.

Job Description

Director, Marketing and Communications

School Background

Nativity Prep is a faith-based 501(C)3 nonprofit organization providing comprehensive college-access programs and services to more than 250 low-income students in San Diego, from sixth grade through college graduation.

Nativity Prep includes an independent, accredited, tuition-free middle school in the Ignatian and/Catholic tradition for students in grades six through eight, a high school placement and comprehensive support program for NP students in grades nine through 12, and college placement and support services for NP students in college.

Nativity Prep has been a member of the NativityMiguel Coalition of Schools since 2001 when the school was founded. NP offers an intensive, college-prep curriculum within an extended-day and extended-year academic schedule. Subjects include language arts, mathematics, science, social studies, religion, art, and physical education; our yearly academic program also includes tutoring, mentoring, summer academic enrichment, and interscholastic team sports. Nativity Prep Academy has been accredited by the Western Association of Schools and Colleges [WASC] through 2022.

Mission & Purpose

The purpose of Nativity Prep is to break the cycle of generational poverty by developing our students' and their families ability to live a life of choice, opportunity and service. Our students will be productive, faith-filled, and fulfilled members of society who understand the importance of giving back.

The mission of Nativity Prep is to provide a uniquely effective, integrated program of academic preparation, graduate support, and mutual long-term commitment that achieves nationally-recognized excellence in terms of college graduation rates for our students.

For more information on Nativity Prep Academy, visit www.nativityprep.org.

Position Summary

The Director of Marketing and Communications will be heavily involved in the strategy and development of Nativity Prep Academy's overall strategic plan and will specifically focus on digital, print, and advertising assets, especially donor-facing communications. They are responsible for overall design and implementation of all of Nativity Prep's marketing and communications efforts, both external and internal, adhering to the brand guidelines. Under the direction of the Vice-President of Institutional Advancement, the Director of Marketing and Communication coordinates the communication needs across the organizations and ensures the marketing efforts are completed on time and hit the intended goals. The Director of Marketing and Communication produces print and email communications according to the annual Communications plan. They collaborate with various members of the school to coordinate and implement specific communications. The Director of Marketing and Communication will also work with the Web Developer to update and maintain the website as needed.

Key Responsibilities

- Serve as a person responsible for improving Nativity Prep's marketing and communications.
- Responsible for the achievement of several goals and objectives in the Development, Marketing, and Communications Plan.
- Works closely with Nativity Prep staff to gather stories and generate digital content to be used across the website, social media, and email channels that leads to measurable action.
- Assist with the design, distribution, and maintenance of high-quality print and electronic campaigns related to programs, special events, and donor cultivation including, but not limited to: quarterly newsletter, quarterly appeal, quarterly "Where Are They Now" piece, annual impact report, brochures, presentations, and other collateral as needed.
- Manage all social media outlets.
- Assist with admissions recruitment as needed. Create collateral for admissions recruitment.
- Ensure communications are on brand and on message, maximizing on opportunities for positive messaging.
- Proactively bring ideas for list-building, lead generation, community building, advertising email marketing to convert visitors into leads (and, ultimately, donors or students).
- Work with the Vice-President of Institutional Advancement to ensure that all efforts are evaluated following their execution and adjusted as needed to improve over time.
- Work in Virtuous, the DMS used by Nativity Prep, to simplify and automate communications as per the Strategic, Development, Marketing, and Communications Plan.
- Responsible for the following marketing related activities- 90-day on-boarding of new donors, developing lead nurturing tracks, digital ads and landing pages.
- Responsible for providing marketing support to the Admissions team.
- Finalize the development of the new website and work with the website administrator to maintain the website as a marketing and communications tool.
- Ensure all photography and video resources are produced to support necessary marketing and communications efforts

Qualifications

- At least three to five years of professional experience, including design and marketing for nonprofit organizations.
- Bachelor's degree. Preferred in the areas of communications and marketing related field (e.g. marketing, business administration, management, advertising, journalism, and/or communications)
- Demonstrated skills, knowledge, and experience in the successful development and execution of marketing campaigns, communications, and/or public relations activities.
- A portfolio of completed designs for other clients or employers, ready to discuss results and what was learned.
- Experience managing the design and production of online and print collateral for multiple projects at a time.
- Working knowledge of Microsoft Office, Adobe Creative Cloud, and Canva required
- Commitment to working as a member of a team.
- Personal qualities of integrity, credibility, and a commitment to Nativity Prep's mission
- Local to San Diego, CA. This is not a remote position.

Preferred Skills

- Excellent writing and editing skills.
- Experience in Nonprofit CRMs or marketing automation software such as Salesforce, Blackbaud, HubSpot, Infusionsoft, etc. Experience developing and implementing successful social marketing strategies
- Experience and literacy in Wordpress
- Understand and articulate best practices in lead generation, social media marketing, and SEO to generate more visitors and leads

Reports To/Evaluated By

- Vice-President of Institutional Advancement

Salary/Compensation

- Salaried, full-time, exempt position

TO APPLY:

Email resume and portfolio to Jessica Hooper - jhooper@nativityprep.org

The position will remain open until filled.