

Communications Manager

Summary of Position Objective

The Communication Manager is responsible for non-athletic Academy communications and content including press releases, events, internal communications, the Tower Magazine, social media and interactive marketing, and other publications, media relations, crisis communications, editing, writing, supporting and collaborating with colleagues in the Marketing Department, and other divisions.

Key Responsibilities:

- Conduct the efforts and initiatives of the internal and external communications functions for the Academy including social media, media relations, crisis communications, internal communications tools and functions, Tower Magazine, and other publications, montverde.org website, interactive marketing, and other communications outlets or functions for overall Academy communications as needed.
- Implement and evaluate annual communications plan.
- Create and maintain good working relationships with media outlets.
- Ensure the development of accurate and compelling media communications and materials that enhance the reputation and image of the Academy.
- Perform the operations of non-athletic, school-wide internal and external communications functions and tools including official social media outlets, websites, publications, digital signs, etc.
- Support other areas of the Academy with their communications initiatives by overseeing communications plans and deliverables that are in line with the goals of the Academy.
- Monitor press mentions of Montverde Academy, responding to them as necessary.
- Create and enhance brand awareness using print, online, and social media to create momentum and to test the effectiveness of communications activities.
- Coordinate webpage updates and maintenance, ensure that new and consistent information such as article links, stories, and events is posted regularly.
- Track and report the level of engagement on our media sites, including social media.
- Manage all non-athletic media inquiries.
- Monitor and ensure brand awareness across all departments.
- Perform other duties as designed.

Position Requirements:

- Excellent oral and written communication
- Proficient in understanding and utilizing web technologies: digital advertising, social media, new and online dissemination of information
- Excellent judgement of news value
- Ability to integrate digital communications, media relations, reputation management and marketing
- Ability to work independently and as part of a team
- Ability to work on multiple projects simultaneously
- Manage and direct communications and marketing messaging across multiple platforms and channels
- Bachelor's degree required in Public Relations, Journalism, Communications, or related field with a minimum of two (2) years of Marketing, Media, Public Relations or Corporate Communications experience.
- Strong editing experience
- Crisis communications experience
- Proficient in Microsoft Office 365