

Director of Marketing and Communications

Sacred Heart Schools (SHS) currently seeks a strategic, mission-driven Director of Marketing and Communications to lead and execute a comprehensive, multi-channel marketing and communications strategy across our four-school campus. This position plays a key leadership role in advancing the visibility, reputation, and enrollment of SHS while supporting fundraising and community engagement.

As a member of the Administrative Team, the Director reports to the Vice President for Advancement and works closely with the President, Vice Presidents, School Heads, and key departments to deliver consistent, compelling messaging and dynamic storytelling that reflects our Catholic identity and Ursuline charism. The ideal candidate is a practicing Catholic with strong creative, organizational, and leadership skills and a passion for faith-based education.

Principal Responsibilities

Marketing Strategy & Brand Oversight

- Design, implement, and evaluate an integrated marketing and communications plan that promotes enrollment, fundraising, and community engagement.
- Maintain and advance the SHS brand identity and ensure brand consistency across all schools, channels, and materials.
- Lead creation and execution of annual marketing theme and campaigns tailored to each school division, including digital, print, social media, video, and web strategies.
- Oversee school-specific marketing initiatives such as website content, event promotions, enrollment materials, and seasonal campaigns (e.g., Summer Camps).

Leadership & Team Management

- Supervise and mentor the Graphic Design and Brand Manager and Social Media Manager.
- Manage performance, training, hiring, and day-to-day workflow of direct reports.
- Oversee and manage the annual marketing and communications budget.

Internal & External Communications

- Provide strategic communication support for the President and other senior leadership, including constituent messaging and public remarks.
- Lead crisis communications and urgent campus alerts (e.g., weather, incidents, closures).
- Coordinate with Operations, IT, and school heads to ensure timely and effective responses in all communications.
- Maintain positive media relations and serve as the Public Information Officer when needed.

Content Creation & Management

- Lead production of print and digital content, including email campaigns, newsletters, fundraising letters, case statements, and seasonal greetings (e.g., Christmas and Thanksgiving messages).
- Write press releases and publicize awards, academic/athletic achievements, hires, and events.
- Lead content creation for SHS websites, ensuring accuracy, engagement, and alignment with mission.
- Produce annual alumni magazine (The Heartbeat) and support other publications and special reports.

Collaboration Across SHS Community

- Partner with Enrollment, Development, and Alumni Relations to create recruitment pipelines and strengthen ties with parents, alumni, and community members.
- Promote alumni and fundraising events through storytelling, media, and digital campaigns.
- Support Advancement events with video, social, and promotional materials.
- Represent SHS at external events and conferences and promote relationships with educational institutions, the Archdiocese of Louisville, and referring organizations.

Sacred Heart Schools offers a comprehensive benefits package to employees working at least 30 hours per week, which includes a 50% tuition discount at all four campus schools. Sacred Heart Schools is an Equal Opportunity Employer.

Requirements

- Bachelor's degree in marketing, communications, education administration, business, or a related field.
- Minimum 3–5 years of professional experience in marketing, communications, or related field.
- Strong written and verbal communication, copywriting, editing, and analytical skills.
- High-level project management and organizational skills with keen attention to detail.
- Proficiency with Microsoft Office Suite, social media platforms, and digital content tools.
- Ability to work both independently and collaboratively across departments in a fast-paced, mission-driven environment.
- Must be hands-on and adaptable, with a strong ability to prioritize and manage multiple projects simultaneously.
- Active presence at school and institutional advancement events.
- Evening and weekend responsibilities as needed.

Salary will be commensurate with education and experience.

Submit letter of interest and resume to shsemployment@shslou.org

Sacred Heart Schools is sponsored by the Ursuline Sisters of Louisville.