

HOLY CROSS PREPARATORY ACADEMY

DIRECTOR OF MARKETING

Holy Cross Preparatory Academy (HCPA), an independent preparatory high school in Delran, NJ has an immediate opening for Director of Marketing. HCPA seeks candidates with differing backgrounds, experiences, and perspectives and is committed to fostering a culture of diversity, equity, and inclusion for the benefit of its students.

This is a salaried 12-month position – \$60-65k annually. We offer paid time off, medical, dental, vision, and life plans, and a 403(b) retirement plan with employer match.

Details of this Position:

- On-campus position runs five days per week, Monday through Friday per our School Calendar
- Occasional weekend or evening events and some local travel is required
- **QUALIFICATIONS & EXPERIENCE:**
 - Bachelor's Degree in Marketing, Communications, Public Relations, Journalism, Advertising, or related fields (Master's Degree preferred)
 - Minimum of 3-5 years of relevant experience in marketing or communications, preferably in education, a non-profit, or mission-driven organizations
 - Demonstrated success in writing for more than one audience, maintaining a website in a content management system, managing social media accounts for an organization, and creating and implementing an annual marketing and communications plan
 - Exceptional leadership, interpersonal, and communication skills – including experience with public speaking
 - Proficiency with CRM systems, digital marketing tools, and data analysis software
 - Strong commitment to Catholic education and an understanding of the mission and culture of a Catholic school
- **RESPONSIBILITIES:**
 - Branding, messaging, and marketing strategies
 - Content, publications, and storytelling
 - Digital marketing
 - Marketing in support of enrollment and advancement
 - Media relations and community presence
 - Coordination with related vendors (designers, photographers, videographers, printers) as required
 - Budget management

Send Resume and Professional References → Attention: Sandy Kapica, Director of Human Resources
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