



Cristo Rey Jesuit Seattle High School

Job Posting: Marketing and Creative Director

About Cristo Rey Jesuit Seattle High School:

CRJS will open in 2024-25 as a 9-12 Catholic school educating young people of limited economic means and all religious faiths to become “people for others.” Through a rigorous college-preparatory curriculum, integrated with professional experience and spiritual development, students will graduate empowered to succeed as scholars and citizens. CRJS is a part of the [largest network of high schools](#) in the US exclusively serving low-income youth, as well as a proud member of the Jesuit Schools Network and Jesuits West.

Cristo Rey Jesuit Seattle High School has completed the thorough feasibility process required by the Cristo Rey Network, has the support of a deeply committed Board and a diverse contingent of community leaders, and has hired as its Founding President Paul Hogan, former Principal of Jesuit High in Portland, OR. CRJS has identified a likely site for the school and has sufficient funding and community support to ensure a successful launch in the 2024-25 school year.

About Seattle:

[Seattle](#) is a dynamic, multicultural metropolitan area of 4 million that hosts Fortune 500 companies including CRJS partners Microsoft, Amazon, and Costco. From stunning views of the Puget Sound, city lakes, and mountains, to world-class museums, parks, pro sports teams, universities, and fresh seafood, Seattle is a place where dreams come true. Cristo Rey Jesuit Seattle fills a crucial role as an accessible option for economically-challenged families in the region.

About the Cristo Rey Network:

The Cristo Rey Network includes 40 independent Catholic high schools in 25 states that exclusively served young men and women from economically disadvantaged communities in transforming their life trajectories through education. Cristo Rey Network schools deliver an innovative approach that integrates four years of rigorous college preparatory academics with four years of professional work experience through the Corporate Work Study Program.

This unique educational model has powerful formational impact on students—demystifying the world outside their neighborhoods, developing in both the classroom and the workplace critical cognitive and non-cognitive skills, introducing them to inspirational role models and supportive mentors, and strengthening the competence, confidence, and aspiration so important to college and career success. The impact is clear: Cristo Rey graduates enroll and graduate from college at twice the rate of their low-income high school graduate peers.

Position Summary:

The Marketing and Creative Director reports to the Vice President of Advancement and Marketing. This is a full-time position.

Marketing/Communications:

- Plan, write, manage, and execute content for the school website, portals, print and digital advertising, email communications, and social platforms to engage and grow audience.
- Write, edit, and guide marketing and communications such as brochures, newsletters, e-mails, social media, website, articles, ads, mailers, and videos to build brand awareness and support the organization.
- Create, edit, proofread, and improve content across all digital media channels and propose and execute new ways of creating and distributing content that expands reach
- Collaborate with admin, faculty + staff, students, and other stakeholders to curate a steady flow of high-quality, tailored content that positions the school as a leader
- Create and manage marketing strategy for all school programs
- Review and improve the effectiveness of marketing and communications efforts through analytics reporting
- Develop editorial stories and press releases, and ensure messaging is consistent across all channels.
- Oversee marketing and design budget
- Ensure school's online presence including SEO, search engine business listings, and other external websites (niche, greatschools, etc) is accurate and up to date. Includes monitoring online reviews
- Oversee social media accounts including engaging with followers, responding to comments, and maintaining a professional online presence

Creative:

- Develop and maintain creative vision and overall school branding across channels, audiences, and events
- Ensure consistency and impact of messaging across varying distribution platforms, channels, and audiences with effective graphic design and engaging written content.
- Design newsletters, advertisements, social media content, brochures, school forms, invitations, spirit gear/giveaways, mailers, handbooks, guides, maps, and anything else that carries the school brand
- Conceive, brainstorm, and implement concepts, guidelines, and strategies in various creative projects and oversee them to completion
- Clearly and effectively communicate creative vision, concepts, ideas, and solutions to stakeholders and internal teams
- Manage the content and design of the website, ensuring it is up-to-date and accurate
- Brainstorm themes for fundraising events, promote events, and design supporting event materials including programs, drink tickets, signage, etc
- Write, plan, film, and produce video content
- Take/edit photos and coordinate with professional photographers
- Maintain relationships with printers and other external organizations to order, proof, and complete design projects

Evaluation:

The Vice President of Advancement and Marketing will evaluate the Marketing and Creative Director each year. The evaluation will be based on the Profile of the Jesuit Educator and the duties and responsibilities listed above.

Salary: \$80,000 - \$85,000 annually, depending on experience.

Benefits: As an employee with Cristo Rey Jesuit Seattle, you will enjoy a competitive employee benefits program, including medical, dental, and vision coverage, retirement plan contribution, voluntary supplemental life and disability coverages, and generous paid time off.

How to Apply:

All qualified applicants with a passion for Cristo Rey's mission are encouraged to apply by May 31, 2023. When your application is complete, please upload your documents [HERE](#)

- Résumé, including educational and work experience, and LinkedIn profile if you have one.
- Cover Letter (not longer than one page) articulating your interest in this role.
- References: include the names and contact information of four professional references
- Two-page response to the following questions (not longer than 700 words total):

1. Why are you interested in working at Cristo Rey Jesuit Seattle High School?
2. What past experiences have prepared you for the role of Marketing and Creative Director?
3. What resources do you use to develop your marketing skills?
4. What are your strengths and areas for growth as they relate to this position?
5. How will the Jesuit, Catholic identity and charism of the school inform your work as Director?

Equal Opportunity Employer:

Cristo Rey Jesuit Seattle High School encourages applicants from a wide array of fields, experiences, and backgrounds to apply for this position. CRJS is an Equal Opportunity Employer. All employment decisions, policies, and practices are made in accordance with applicable federal, state and local anti-discrimination laws. Cristo Rey Jesuit will not engage or tolerate unlawful discrimination on the basis of actual or perceived race, creed, color, alienage or national origin, ancestry, age, disability or handicap, sex, marital status, citizenship, veteran status, sexual orientation, genetic information, religion when it is not a requirement for the position, or any other characteristic protected by applicable federal, state or local laws. Any offered salary is determined based on internal equity, internal salary ranges, market data, applicant's skills and prior relevant experience, degrees, and certifications.