

Diocese of Nashville

<https://dioceseofnashville.com/job/director-of-marketing-and-communications/>

Director of Marketing and Communications

Description

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Father Ryan High School seeks an experienced, highly organized, and mission-aligned Director of Marketing and Communications to serve as the institution's central communications, marketing, and brand leader. This role is responsible for the end-to-end strategy, production, implementation, review, and approval of all internal and external communications across the school. Additionally, this leader is responsible for monitoring trends and emerging technologies to ensure that Father Ryan's marketing and communications platform remains current and effective.

The Director of Marketing and Communications serves as both a strategic leader and a hands-on practitioner, managing concurrent internal and external communications and marketing initiatives while serving as the authority on institutional messaging, brand standards, and communication accuracy. The position requires effective cross-departmental coordination, deadline-oriented project management, and the ability to respond quickly to time-sensitive communication needs.

The Director of Marketing and Communications reports to the President and collaborates closely with Advancement, Enrollment, Administration, Athletics, Academics, House System, Campus Ministry, and other departments to support the full scope of the school's mission and operations.

Desired Qualifications:

- Appreciation for and commitment to the mission, community, and values of Father Ryan High School and Catholic education.
- Bachelor's degree in communications, journalism, public relations, advertising, or related field.
- Minimum of five to seven years of progressive experience in communications, marketing, or public relations, preferably within an educational or complex organizational environment.
- Strong background in marketing strategy, analytics, and brand development.
- Demonstrated ability to manage a high volume of simultaneous, deadline-oriented projects while executing work directly.
- Strong project management, organizational, and prioritization skills.
- Comprehensive experience across digital and print communications platforms.
- Excellent written and verbal communication skills with strong attention to detail.
- Ability to work independently, exercise sound judgment, and meet deadlines in a fast-paced environment.
- Demonstrated ability to support, lead, and develop team members and direct reports.
- Willingness and flexibility to work outside normal business hours as required.

Requirements

Hiring organization

Father Ryan High School

Job Location

Nashville, TN

Date posted

March 4, 2026

Valid through

10.07.2026

Please complete the application and resume on [Paylocity here](#)

Core Responsibilities

Strategic Leadership and Institutional Communications

- Serve as the school's lead communications professional, responsible for developing, implementing, and evaluating integrated communication and marketing strategies that reach all stakeholders.
- Maintain responsibility for consistency and accuracy of brand messaging and tone.
- Provide strategic counsel to senior leadership on internal, external, and crisis-related communications.
- Lead planning and execution for large-scale, school-wide initiatives and campaigns.

Marketing Campaign Oversight and Vendor Management

- Develop and implement comprehensive marketing strategies that support enrollment goals, brand positioning, and institutional priorities.
- Work closely with the school's external marketing vendor by providing strategic direction, campaign objectives, timelines, audience insights, and institutional context.
- Oversee and review all marketing copywriting, creative concepts, design assets, and messaging to ensure alignment with institutional goals and brand standards.
- Review, approve, and provide guidance on advertising strategies, placements, media buys, and campaign execution across digital, print, and other paid channels.
- Ensure consistency and integration between marketing campaigns and broader communications efforts across the school.

Content Development, Production, and Execution

- Manage communication across all channels, including but not limited to email marketing and newsletters, website content creation, updates, and ongoing maintenance, social media content planning, posting, and oversight, graphic design and print production, digital signage and campus communications, photography and videography coordination and use, and event communications and promotional materials.
- Serve as final reviewer and approver for all school communications prior to distribution or publication.
- Ensure all materials meet brand, editorial, and accessibility standards.

Website and Digital Platform Ownership

- Own day-to-day website content management, including creating, updating, and maintaining pages across academic, athletic, enrollment, advancement, alumni, and institutional sections.
- Manage time-sensitive web updates tied to school operations, events, and communications calendars.
- Ensure accuracy, consistency, and relevance of all digital content.

Project Management and Cross-Departmental Coordination

- Manage multiple concurrent communications projects across all departments.
- Serve as the primary point of coordination between departments, leadership, vendors, and external partners.

- Establish timelines and ensure deliverables are completed accurately and on schedule.
- Maintain institutional continuity by overseeing long-term communications calendars and projects.

Brand Management and Oversight

- Serve as the school's Brand Manager, maintaining brand integrity across all platforms and materials.
- Oversee brand usage for internal departments, athletics, apparel, merchandise, and external partners.
- Manage the Father Ryan Spirit Store by supervising the Spirit Store Manager to ensure brand compliance and a positive customer experience.

Team and Vendor Management

- Develop annual department budget to align to the overall strategic and budgetary needs of the school.
- Manage and support communications staff, contractors, and external vendors.
- Delegate tasks as appropriate while retaining accountability for final outcomes.
- Provide training, guidance, and feedback to ensure consistent execution of communications standards.

Crisis and Sensitive Communications

- Lead crisis communications planning and execution, including drafting, reviewing, and distributing time-sensitive messaging.
- Maintain readiness to respond outside of normal work hours as situations require.
- Exercise sound judgement and discretion when handling confidential or sensitive information.

Analysis, Reporting, and Continuous Improvement

- Monitor and analyze communication effectiveness across platforms through data and constituent surveys.
- Report on outcomes and identify opportunities for improvement.
- Stay informed on communications, marketing, and education industry trends and best practices.

Campus Engagement

- Maintain regular on-campus presence and actively engage in the life and community of Father Ryan High School.

Additional Responsibilities

- Fulfill other communications-related responsibilities as determined by the President, consistent with the scope and expectations of this role.

How to Apply

Please complete the application and resume on [Paylocity here](#)