



Monarch School Project

Director of Communications and Corporate Engagement (Part-Time)

Monarch School Overview

Monarch School Project nurtures resilience in unhoused youth and their families. We empower students to influence their own growth in the areas of academic success and social emotional learning and we reinforce the existing strength of families so that students can thrive in school and in life. Monarch School is a K-12 public school providing more than 300 students daily with a WASC-accredited education, mental health support, social engagement opportunities, college and career preparation as well as basic necessities. Monarch School is a public-private partnership between the San Diego County Office of Education and the nonprofit, Monarch School Project (MSP), a 501(3) corporation. For more information, please visit www.monarchschoools.org.

Position Summary

The Director of Communications and Corporate Engagement will manage internal and external communications as it pertains to media relations, public relations, and campus communications. In this role, the Director will work with outside consultants and the development team to manage all aspects related to implementing the communications plan. The Director will also manage the corporate and community giving programs, working closely with the Director of Development and the Manager Volunteers and Community Engagement.

Reporting Relationship

The Director of Communications and Corporate Engagement reports directly to the Vice President, Philanthropy and Communications. The Director of Communications will work closely with other team members, staff, students and external stakeholders.

Supervisory Responsibilities

The Director of Communications and Corporate Engagement will have supervisory responsibilities, to be determined.

Position Responsibilities and General Responsibilities

Communications:

- Working with the VP of Philanthropy and Communications and the contracted consulting firm, manage PR efforts including media interviews, press releases, media advisories, internal communications regarding media including communication with Monarch staff, families and

partners regarding media engagements. Provide consultants with content, images, B-roll, and any other media relations needs.

- Work with the program team, teachers and parents to obtain permissions for students' involvement in media and events. Assist with media training for staff, students and parents.
- Working with VP of Philanthropy and Communications, support the creation of the annual video for the Raise UP event, coordinating with programs team on interviews with alumni, parents, students and others.
- Serve as Monarch School's voice in media interviews. Familiarity with the mission, vision, current programs and roles of staff required.
- Ensure media engagements are shared with development team, executive staff and ensure content is uploaded to media webpage.
- Manage internal communication newsletter to MSP staff with support of the Development Coordinator: contribute to content, edit content, procure content from programs team and other departments on campus, provide digital assets such as videos and images for newsletter.
- Social media: strategize with development team on social media plan for corporate and community support. Provide content and digital assets for social media marketing.

Corporate and Community Relations:

- Working with the VP of Philanthropy and Communications, create a corporate sponsorship program plan designed to increase corporate giving and corporate volunteerism on campus.
- Activate corporate sponsorship program, connecting with current corporate sponsors to renew and upgrade their support. Research new opportunities in the corporate sector, connect with senior representatives and decision makers at corporations to garner support through sponsorships and employee giving campaigns.
- Create collateral, power point decks, and, working with our web designer, oversee the creation and maintenance of our corporate and community giving page on our website.
- Reach out to community groups and faith-based organizations to encourage and support their giving to Monarch. Periodically make in person presentations at faith-based organizations and other partner organizations.
- With the support of the development coordinator, organize mailings and digital outreach to corporate and community groups, including outreach for sponsorships for fall and spring events.
- Utilizing Raisers Edge NXT, track corporate and community organization moves, update information pertaining to contacts, sponsorship details and proposals presented.
- Serve as campus tour guide for guests and donors and serve as development representative at internal and external events.

General Responsibilities

- Serve as a role model to students by setting the highest standards of professional and personal conduct, honesty, integrity, and ethical behavior and ensuring that "Students Come First" at all times
- Protect students' rights, safety, health, privacy, welfare and best interests at all times

- Know available resources at Monarch and refer stakeholders to appropriate staff for additional support
- Participate in professional development
- Maintaining records and files, with consistent and accurate reporting
- Operate equipment such as copy machines, computers and audiovisual equipment
- Performs other duties and projects as assigned

Education and Experience

- College degree required

Preferred Skills

- Excellent written and oral communication skills.
- Ability to multi-task and manage priorities and workflow.
- Strong organizational, problem-solving, and analytical skills.
- Acute attention to detail.
- Ability to work independently and as a member of various teams.
- Highly proficient with office technology (Microsoft Office) and a variety of business applications (CRM databases).

Certificates and Licenses

A valid California driver's license is required.

COVID-19

Monarch School Project employees must be fully vaccinated against COVID-19 and provide proof thereof, or receive an HR-approved medical or religious exemption. You are required to comply with the vaccination documentation requirements as soon as practicable and as a condition of employment. If you wish to be considered for a medical or religious exemption, you are expected to request an exemption in writing by emailing HR@monarchschoools.org as soon as possible.

Work Environment

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is occasionally exposed to outdoor weather conditions. The noise level in the work environment is usually moderate.

Equal Opportunity Employment:

Monarch School Project is committed to non-discriminatory hiring practices that are focused on equity and inclusion and that balance experience and education as qualifications. MSP provides equal

employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, sex, sexual orientation, gender identity or expression, pregnancy, age, genetics, national origin, protected veteran status, disability status, or any other characteristic protected by federal, state or local laws.

This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training.

Job Status and Compensation

This is a part-time, hourly position, with pay starting at \$35/hr.

Benefits include PTO starting at three weeks per year, eight paid holidays, five weeks of paid school breaks per year, Medical, Dental, Vision, and Life insurances funded by Monarch, FSA with employer contribution, 401(k) with 100% match of up to 6% of salary, Employee Assistance Program (EAP), parking and transportation reimbursement, and a \$2400 per year Education Supplement Benefit that can be used for tuition reimbursement, student loan reimbursement or 529 College Savings Plans.

Application Process

Interested candidates should email a resume, cover letter, and one letter of recommendation to HR@monarchschoools.org with "Director of Communications and Corporate Engagement" in the subject line. This position will close on July 29, 2022..