



# Director of Strategic Communications

SEARCH PROSPECTUS



## Chaminade High School

MINEOLA, NY

[www.chaminade-hs.org](http://www.chaminade-hs.org)

START DATE – SUMMER 2019



# Fortes in Unitate

STRENGTH IN UNITY



## About Chaminade High School

Chaminade High School is a private, all-boys, Marianist Catholic School with extraordinary academics and an indelible spirit. Established in 1930, it remains dedicated to its founding mission: to impart a thoroughly Christian education; the aim is to develop the boy physically, mentally, and morally. The school's 1,700 students follow a rigorous college-preparatory, liberal-arts curriculum in an atmosphere that emphasizes the development of Christian community and education of the heart.

Tradition and innovation are guiding principles of the Chaminade program. All students study four years of the core subjects so that they become well-informed and well-rounded citizens. The student may pursue his own particular strengths with more intensely focused courses that are advanced and/or AP-aligned. Discovery and individual expression in each class allow every young man to concentrate on the person he hopes to become. Students are united by their hard work and high expectations.

The Chaminade curriculum has grown with modern educational advancements. Each student uses an iPad for his studies, and every classroom is equipped with Apple TV. Such initiatives are designed to promote understanding through collaboration, critical thinking, communication, and creativity. A 16-terminal Bloomberg Business Center provides hands-on instruction in market analytics. The Dolan Family Science, Technology, and Research Center is a 54,000 square-foot space housing state-of-the-art digital equipment for the student to learn about the world in which he lives. The science center is the only one of its kind in the region.

The Chaminade campus also includes an Activity-Athletic Center and Physical Fitness Center. The Saragossa Retreat Center holds day retreats for students in all divisions. The Meribah Retreat House in Muttontown and Founders Hollow in upstate Ulster County provide an environment for prayerful reflection and group activities. Retreats and religious events allow Chaminade students to express and deepen their faith.

The Catholic man is one for others; as such, service is a critical component of the Chaminade experience. Lessons in faith are reiterated through school-wide initiatives and clubs. Prayer in each class, at monthly Masses, and during evenings of recollection reinforces the spiritual nature of this distinguished school community.

## FAST FACTS



Students say that Chaminade feels like “a second home.” Graduates look back on their years at Chaminade fondly, saying that this was the place where so many of their interests were developed and career paths first became clear. Aside from classroom instruction, extra-curricular activities and athletics allow students to find and nurture their interests. More than 90 percent of students are involved in one or more of the schools nearly 50 after-school activities, and these clubs and teams cover a wide variety of topics and subjects. On any given afternoon, Chaminade men may be found teaching catechism to grammar-school children in a parish classroom or visiting the elderly at a nursing home. The school newspaper, Speech and Debate team, and yearbook have garnered state and national awards. Athletic teams are highly competitive and have earned regional and state titles.

Chaminade’s strength is found in its people. The academic faculty is anchored by 12 brothers of the Marianist Community and 86 lay teachers, many of whom are graduates of the school and hold advanced academic degrees. Teachers enjoy being at Chaminade, and the student is their primary focus. They are visible and familiar to students not just during their class periods; our teachers willingly dedicate their time to extra help, evening and weekend events, and clubs and activities.

When it’s time for its men to take the next step in their educational careers, Chaminade’s College Placement Office takes a proactive approach. Officers have developed classes specific to college applications and essay writing. They maintain relationships with numerous institutions. Chaminade men are routinely accepted into some of the finest universities and colleges in the United States, and each year, several choose to enter U.S. service academies. In 2018, every Chaminade student advanced to college; four out of five received scholarships and grants.

Parents are critical partners in Chaminade’s work. The Parents Club organizes various service and social programs that provide support and assistance for the educational activities of their sons. There are many opportunities for dedication and cooperation to develop into enduring friendships. All parents are automatically members of the Parents Club. The Chaminade Alumni Parents Association (CAPA) keeps alive and perpetuates an active interest in the school community. Its specific aim is to promote the best interests of Chaminade High School, as well as a social interest among its members. Any parent or guardian whose son or charge has graduated from Chaminade is eligible for membership.

Chaminade alumni have built a formidable network of their own. More than 22,000 Chaminade



# 54

Co-Curricular and  
Extra-Curricular Activities



# 16

Interscholastic Sports



# 3

Retreat Centers



# 22,000

Alumni Across  
the World

## FAST FACTS



92

Dedicated Teachers



149

Communities' Students  
Call Home



90%

Students Involved in  
One or More Activities



20

Marianists in  
Community



graduates may be found across the tri-state area, the nation, and the world. Many say that “Chaminade never really leaves you,” and they never really leave us. Nine regional chapters and seven professional associations bring alumni together for networking, career development, and personal support. Graduates are always willing to share their diverse skills with others, and all it takes is the simple Chaminade bond. The Alumni Association sponsors nearly 40 events each year with chapter and association gatherings and class and athletic reunions.

“The Chaminade Family” defines this school and differentiates it from others. It is how they collectively view their students, parents, alumni, faculty, and friends. Every class, activity, spiritual project or alumni gathering flows from family spirit. It is the source that gives the Chaminade man support, strength, and vision. One single phrase encapsulates the Chaminade mission – its motto, *Fortes in Unitate*, Latin for Strength in Unity.

### The Position

Reporting to the President and serving as an integral and collaborative member of the Leadership Team, the Director of Strategic Communications leads the development of Chaminade’s communications and marketing strategy and shapes the public voice and image of the school community. The Director of Strategic Communications manages the development and execution of an integrated school-wide communications plan designed to accomplish specific goals and deliverables, including implementation of a strategic initiative to clarify and communicate the school’s brand, vision, and impact while sustaining its competitive position and long-term strength.

This individual will be a school ambassador and chief storyteller in advancing the school’s mission and vision among relevant constituents. Additionally, the successful candidate will be responsible for managing Chaminade’s varied and integrated communications products and services designed to drive broader awareness and constituent support for the school community. The Director of Strategic Communications supervises relationships with media, contracted service providers, interns, and volunteers and serves as a liaison to constituents and key stakeholders within the school.

The successful candidate must embrace the Chaminade mission and vision, possess excellent interpersonal, leadership and communication skills, and have the requisite experience and expertise to design and implement systems and process.



## Overview of Responsibilities

- As Chaminade's storyteller, ensures all Chaminade's publications, marketing materials, website, press releases, and other communications properly support and reflect its strategic mission, vision and goals relating to academics, advancement, student recruitment, alumni and parent relations, and public relations – essential to sustaining the school's competitive position and long-term strength.
- Demonstrate expertise in the development and disciplined execution of strategic communication plans, using research and audience insight to develop key messages.
- Manages the development, writing, and execution of print and electronic collateral relating to the school's magazine, newsletters, and annual report.
- Incorporates digital and social media tools into strategic communication plans and special events programming, and studies its effectiveness by monitoring and managing all measurable data.
- Provides editorial support to school and academic leaders, administrative departments and external constituencies to ensure consistent standards in remarks, letters, press releases, and other forms of official statements.
- Builds proactive relationships across all constituencies to enhance professional image of and support for internal and external communications.
- Manage the school's website and social media outlets, ensuring content is current and postings are frequent and engaging.
- Builds proactive relationships across all constituencies to enhance professional image of and support for internal and external communications.
- Maintain a visible and engaged presence at school activities and events.
- Coordinate and conduct research for other key communication projects as assigned by the President.

## Qualifications

- Bachelor's degree in Journalism, Communications, English, Business Administration, or related field. Master's degree a plus.
- The community is immensely proud of its Catholic identity, Marianist charism and welcoming ethos. While not candidate requirement, there is a preference for those who are actively practicing their

## FAST FACTS



**58**

Teachers are  
Chaminade Graduates



**16**

Bloomberg Business Center  
Terminals



**100%**

Graduates Attend College,  
Service Academies,  
or Prep School



**\$50M+**

Endowed Funds



## Qualifications (CONTINUED)

Catholic faith and in communion with the Church. Familiarity with the Marianist charism is a strong plus.

- Minimum five years' experience in reporting, communications, media relations, public relations and/or school advancement roles in a college preparatory or university environment . Equivalent combination of education and experience may be considered.
- Excellent creative, project management, and strategic planning skills.
- Proven writing, editing, speaking, presentation and overall communication skills.
- Demonstrated experience with the design and ongoing development of impactful marketing collateral, engaging websites and social media outlets.
- Strong working knowledge of Adobe and Microsoft Office Suites, as well as other relevant industry software platforms.
- Must be flexible, organized, and willing to work under pressure in a fast-paced and dynamic environment. Travel, evening and weekend activities can be expected.

## About the Area

Daily living in Mineola, a Long Island suburban community situated right in the heart of Nassau County, jibes nicely with the origin of its name: the word Mineola was taken from a Native American phrase meaning “a pleasant place.” And pleasant Mineola life certainly is.

The village of Mineola is located in Nassau County, New York, spanning approximately 2.2 square miles and home to just under twenty thousand New Yorkers. Most of Mineola is located within the Town of North Hempstead with a small southern portion extending into the Town of Hempstead.

Located just to the north of Garden City but with housing that's both more available and more affordable, Mineola is striving to become the Long Island community of the future, with a good mix of pretty, single-family homes on leafy, well-tended streets as well as some residential development downtown to ensure that there's enough people and energy--a “critical mass”--for a local commercial district to thrive.

Having a bustling downtown area also helps ease the individual tax burden in Mineola. By spreading around the responsibility, residents living in Mineola can continue to enjoy the first-rate public services and amenities with which they've become accustomed. Take Wilson Park, for example, which features soccer, baseball, and softball fields, tennis, basketball, and shuffleboard courts, two playgrounds, a shower and a spray pool, a roller-hockey rink, and the very popular, residents-only swimming pool proper. All the fields, by the way, can be illuminated at night.

In addition to local shopping in downtown Mineola, there are plenty of big box stores and national chains in nearby Roosevelt Field.

Public transportation options available to the community include the Nassau Inter-County Express and the Long Island Rail Road with available connections to MTA New York City Transit system. The Nassau Inter-County Express is a local bus service serving all of Nassau County. Travel to Manhattan takes approximately one hour and ten minutes by public transport. The same trip takes approximately 45 minutes travelling by car via I-495E, I-95N, and Grand Central Parkway.



## Application Procedure

All applications will be treated with the highest degree of confidentiality and with the greatest respect. To apply, please submit the following materials, confidentially and as separate PDF attachments in one email to Michael Furey. Please include Chaminade High School in subject field.

- Cover letter that aligns your experiences and skill sets with the current needs of the school as you understand them.
- Current resume with all appropriate dates included.
- List of five references including names, relationship, phone numbers and email addresses. No references will be contacted without your knowledge and approval.



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