



Director of Communications

The Director of Communications oversees the School's communications and marketing efforts, and develops and implements daily and annual communications strategies that advance the School's mission and strengthen partnerships with various constituencies. The Director of Communications is responsible for the ongoing management and direction of parent communications, print and digital communications, institutional branding, promotion of school events, and media relations. A member of the administrative leadership team and the risk management team, the Director of Communications will report to the Chief of Staff, partner closely with the Director of Marketing, and work with other school administrators and their staff.

Responsibilities:

- Work closely with the Head of School, Chief of Staff, and Director of Marketing on strategic school messaging and initiatives directly supporting the School's mission and goals
- Responsible for the editorial direction, design, production, and distribution of school publications (print and digital), including annual *Views* magazine, the school website, and weekly e-communications
- Manage and protect the School's brand, including consistent use of visual assets, tone/voice, and adherence to the current brand guidelines
- Oversee daily operation of the School website in collaboration with the Admissions Office
- Learn and implement back-end tools (including Veracross and WordPress)
- Serve as front-end webmaster
- Support the Director of Technology with database management as it relates to the parent and faculty user experiences
- Provide graphic design support and create digital and print pieces as needed
- Collaborate with the admissions team to produce recruitment materials, implement marketing plans, and contribute to social media presence
- Collaborate with risk management team to plan for and respond to safety issues and unexpected crises; manage threats to school reputation with effective communications
- Edit and help coordinate the design and production of alumni and advancement communications, including emails, website content, print materials, and invitations
- Manage the relationships, contracts, and invoices with external vendors
- Maintain relationships with local newspapers, radio, and other media

Qualifications:

- B.A. degree required; a minimum of 3-5 years related experience in communications, journalism, marketing, and/or public relations
- Excellent written and oral communication skills; exceptional editing skills and attention to detail
- Expertise in managing production of print materials, including viewbooks, annual reports, magazines, and admissions collateral
- Knowledge and/or experience in Veracross (or other CMS/LMS)

- Graphic design experience with Adobe Creative Suite preferred
- Photography knowledge a plus
- Experience in all social media platforms and website management
- Familiarity with independent school culture or work within an educational setting preferred
- Ability to demonstrate initiative and provide leadership working as part of a small, dynamic team
- Interest in attending classes, sports events, extracurricular events, etc., to learn firsthand what is happening on the campus, with an eye to communicating those things to the constituency
- Some evening and weekend work expected