



Associate Director of Communications and Marketing

The Associate Director of Communications and Marketing is responsible for supporting the daily operations of the communications department and telling the Indian Mountain School (IMS) story in compelling ways. IMS seeks a creative and motivated individual to manage the school's digital content and to enhance and grow its social media presence by collaborating across departments to make a positive impact on recruitment and retention of students while supporting institutional goals and its strategic plan.

This position reports to the Director of Communications and Marketing. The ideal candidate will possess excellent communication skills, a strong grasp of current digital trends, tools, and analytics, an eye for creative story-telling opportunities, and an eagerness to work in a junior boarding school community. A hybrid working environment will be considered for this role.

Responsibilities include:

- Oversee the school's official media channels, capturing photography assets, writing, scheduling, and posting.
- Develop and implement a social media strategy in support of the school's strategic priorities.
- Write, copy-edit, and coordinate day to day emails, including the weekly school newsletter.
- Write, organize, and produce video assets for Admissions, Advancement, and the Head of School in support of student recruitment, philanthropic efforts, constituent relations, and other marketing and outreach.
- Help maintain and update the school's website pages to support the IMS brand and advance its mission.
- Generate stories that cover school events and that are informative and mission-forward.
- Coordinate photo/video assets for blog, newsletters, social media, the school magazine, and marketing materials.
- Create written content for the school's website and "Views" magazine in collaboration with the Director of Communications.
- Investigate and assess marketing opportunities, staying on top of trends, platforms, and technological shifts and upgrades.
- Assist with coordination of and communications for campus events.

- Perform the above tasks with an understanding that evening and weekend work is to be expected to align with the school's schedule and calendar.

Qualifications:

- Proficient in digital marketing strategy, social media management, content management, and relevant implementation strategies.
- Excellent writing skills and exceptional attention to detail.
- Expertise in creative digital storytelling through visual and written content.
- Ability to multitask and collaborate with multiple departments in a fast paced environment.
- Familiarity with industry standard non-linear editing software (Final Cut Pro, Adobe Premiere, etc.) and Adobe's photo editing suite (Lightroom, Photoshop).
- Skills as a photographer and videographer are a plus.
- Knowledge of and/or experience in Veracross (or other CMS/LMS) a plus.

Please send resume and application materials to [Kevin Gorey](#). Candidates whose qualifications and experience align with the school's needs will be contacted.

Indian Mountain School seeks faculty and staff members who are eager to participate in an inclusive, respectful, and diverse school community. Candidates from diverse backgrounds are encouraged to apply.