



Job Description
Director of Strategic Marketing and Communications

Supervisor:

- Director of Admissions, Director of Development

Hours:

- 12-month, salaried

THE POSITION

The Director of Strategic Marketing & Communications is responsible for developing and implementing a short and long-term marketing and communications vision for the Laurel Education Group brand that promotes its unique position in the marketplace and community. The Director's responsibilities include oversight of planning, developing, and implementing all marketing strategies, communications, and related services; full supervision, goal setting, performance management; and strategic and tactical collaboration with the leadership of Laurel Education as well as with educators and colleagues throughout the school, including those working in development and admissions. The director will work with the external relations team, including the director of admission, director of development and the assistant head for innovation and strategy.

RESPONSIBILITIES

- Reflect, articulate, and promote the mission, vision, and identity of The Laurel School, The Newgrange School and The Robinowitz Education Center.
- Create, implement, and evaluate the success of a comprehensive marketing and communications program that will enhance the image and position within the marketplace and facilitate internal and external communications
- Manage the strategic and creative design of marketing and communications activities and materials across multiple functions and departments
- Oversee editorial direction, design, production, and distribution of all school publications
- Update and maintain the websites for The Laurel School, The Newgrange School and The Robinowitz Education Center, including writing and updating copy and content
- Keep the social media platforms for The Laurel School, The Newgrange School and The Robinowitz Education Center updated with fresh content, reflecting daily life of the schools, admissions priorities, fundraising priorities and professional development priorities
- Serve as a key representative/contact to the media and other external constituencies. Coordinate media interest in the school and ensure regular contact with target media. Prepare appropriate responses to media requests and provide counsel and coaching to school staff interacting with media outlets.

- Coordinate the appearance and consistency of all print and electronic material such as letterhead, use of logo, brochures, etc.
- Lead and manage special marketing and communications projects that may involve special events, re-branding/logo development, capital campaign communications and outreach
- Develop and recommend short- and long-term strategies, policies and budgets for the marketing and communications program and its activities. Monitor progress, assure adherence, and evaluate performance
- Stay abreast of new developments and trends in the fields of marketing and communications, nonprofit management, and governance, as well as the daily operations of the school to help Saint Francis operate with initiative and innovation
- Manage efforts to seek regular input from the school's key constituencies regarding the quality of programs and services and the school's relevance and position in the community

CANDIDATE QUALIFICATIONS/EXPERIENCE

Education:

- Bachelor's degree in journalism, marketing, and/or public relations preferred. Graduate degree and/or professional certification in a related field is desirable.

Experience:

- Minimum of five to seven years of experience and demonstrated success in marketing, communications, or public relations, preferably in an education or not-for-profit organization
- Demonstrated skills, knowledge and experience in the design and execution of marketing and communications products and activities
- Extensive successful writing and editing experience with a variety of print and online communications media to engage stakeholders, donors, and other key constituents
- Experience serving as an organizational contact to media and other external groups
- Experience using interpersonal skills to communicate effectively with a wide-ranging audience, including faculty, alumni, parents, media, and outside agencies/constituencies
- Experience working with and/or providing strategic guidance regarding communications and media activities and inquiries to leadership, colleagues, faculty, students, and volunteers
- Experience developing/managing budgets and hiring, developing, and supervising staff
- Experience overseeing the design and production of print materials and publications, website management, and social media content creation and management
- Experience using social media channels to share and distribute news and information and to communicate with external audiences
- Computer literacy in word processing, dbase management and page layout including Adobe Creative Suite and Apple products and other general-purpose tools (Acrobat, FTP)

COMPETENCIES/ATTRIBUTES

The successful professional will have or be:

- A commitment to the mission and philosophy of The Laurel Education Group
- A self-starter and team-player who is driven to learn and continually seek ways to improve professional skills and programs, modernize internal systems and implement best practices
- Ability to work with enthusiasm and pride as a member of the community and serve as a role model to students and peers
- Respectful and strong customer service orientation toward all members of the school's immediate and extended communities
- A high level of creativity, initiative, attention to detail and strong organization skills
- Demonstrated and strong analytical, written, and oral communication skills. Ability to craft messages that effectively reach a broad audience
- Ability to coach and build strategic relationships with leadership, faculty/staff, and external stakeholders
- Knowledge of public relations and strategic communications principles and best practices
- Excellent managerial skills: both people management and project management
- Excellent interpersonal and public speaking skills
- Knowledge of current practices in writing content for websites, social media, and all other digital and printed communication

TO APPLY

- Under a single email to tvians@thenewgrange.org, send:
 - Cover letter expressing your interest in the position
 - Resume
 - Graphic Design Samples
 - Samples of Content Written

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