

Francis Parker School

Head of Marketing and Communications

Location
San Diego, CA

Application Deadline
June 4

Semifinal Round
Week of June 12

Final Round
Week of June 19

Decision Announced
June 30

Reports To
Assistant Head of School
for External Relations

Start Date
Summer 2023

Salary Range
\$150,000 - \$160,000



Summary

In the heart of San Diego stands Francis Parker School, a forward-thinking, nationally acclaimed independent school brimming with energy, determination, and vision. Each day, over 1,300 students from JK through grade 12, along with hundreds of faculty and staff, arrive at Parker's two large campuses. Over the last 20-plus years, the school has undertaken a nearly \$125M capital campaign to transform the Linda Vista Campus, which houses the middle and upper school students. Soon, a similar campaign will begin for the historic Mission Hills Campus, which contains Parker's elementary school. Parker is devoted to providing an innovative program to its diverse student body, and with such dynamic projects in progress, Parker's marketing and communication efforts are paramount to its future. Parker is poised to welcome later this summer a new marketing and communications head who is highly responsive, visionary, and collaborative to set and execute Parker's communication strategy for internal and external audiences.

The head of marketing and communications is a crucial member of the 14-member Parker Leadership Team (PLT). Reporting to the assistant head of school for external relations, the head of marketing and communications leads and mentors a fast-paced department of six creative professionals and acts as the point of contact for public relations. Upon arrival, this individual will be immediately enveloped in a team of committed leaders, enthusiastic families, and high-achieving students.



Mission

Francis Parker School's mission is to create and inspire a diverse community of independent thinkers whose academic excellence, global perspective, and strength of character prepare them to make a meaningful difference in the world.



Vision and Educational Philosophy

VISION

Parker's vision is to build engaging learning environments that nurture curiosity and prepare students with the skills and knowledge they need to embrace purposeful opportunities and live joyful lives.

EDUCATIONAL PHILOSOPHY

Parker believes that students learn best in an inclusive and interdependent community where they can thrive socially, emotionally, physically, and academically. They create learning environments that support and challenge students to build their knowledge through interconnected and developmentally appropriate learning experiences.

Parker is committed to developing students who:

- Strive for academic excellence while maintaining a balance of social and emotional well-being.
- Possess the necessary skills, aptitude, and imagination to participate in the fundamental human conversation on what is right, fair, and good.
- Understand the fundamental human conversation on what is right, fair, and good.
- Think critically, write persuasively, and communicate confidently.
- Are familiar with the cultural, political, historical, scientific, ethical, and economic forces shaping the world.
- Develop the necessary tools to realize their individual talents and potential in their academic and professional lives.
- Embrace the larger world through meaningful, age-appropriate opportunities for experiential education.

VISION FOR PARKER GRADUATES

Parker graduates students who embody those qualities essential for academic success and personal fulfillment—intellectual curiosity, creative thinking, a passion for learning, a sense of ethical responsibility, self-reliance, community engagement, and global competence—by offering a balanced, challenging, and integrated JK to Grade 12 educational program in academics, athletics, and the arts, all in a vibrant and diverse school community.



Values

Parker's core values support the mission and vision, affirming its principles, beliefs, priorities, and philosophy, shared by all members of the community.

1. STUDENTS FIRST

Preparing students to make a meaningful difference in the world is the cornerstone of a Parker education. Our mission, vision, and core values collectively prioritize the student experience, which means all School decisions are guided by what is best for children. Parker's programs provide appropriate structure and guidance for each stage of the student experience, with the end goal of graduating individuals who are self-reliant and lifelong learners.

2. ACADEMIC EXCELLENCE

Within a learning environment where all students are seen, known, and valued, we offer courses that move students first through foundational knowledge and then forward "as far as the mind can see." Students experience innovative and advanced courses that inspire them to think and achieve beyond their initial expectations. We partner with families to meet students' needs and guide their academic journey.

3. GLOBAL PERSPECTIVE

We ask all members of the Parker community to become attuned to the systems—cultural, political, and economic—that create diverse backgrounds and perspectives throughout the world. Students learn from a globally-focused curriculum and gain direct experience of the world through age-appropriate experiential education, service-learning, and guided international travel.

4. STRENGTH OF CHARACTER

We seek to develop students who understand and value behaviors that are true and good. We expect all community members to model upstanding citizenship, appropriately express their beliefs, and understand their responsibilities as members of the larger community. We provide opportunities for students to explore and strengthen these characteristics and expectations for themselves.

5. INCLUSIVE COMMUNITY

We strive to create a community in which each person is given the opportunity to develop a healthy sense of self and empathy towards one another. We courageously lean into difficult conversations to cultivate an environment of inclusion and belonging. We continuously reflect on our practices to prioritize cultural competency in our curriculum, program, policies, and strategic goals.

6. NO LIMIT TO BETTER

True to our progressive legacy, we reflect on and iterate all aspects of school life to ensure that the Parker experience is distinct and serves the needs of our evolving community. There is no limit to what we can dream, do, and try. By evaluating and innovating our practice, we model the habits of lifelong learning. Striving beyond limits is the essence of a Parker education and fuels our journey "as far as the mind can see."



Pursuit of Excellence

The five themes of Parker's strategic direction chart their path in pursuit of excellence. These themes serve as guideposts to direct their work strategically and tactically as they move forward as a school. These themes include:

ONE PARKER

Parker's commitment to creating and inspiring a healthy, collaborative culture, aligning Parker's curriculum, programs, and practices.

HEALTHY MINDS, HEALTHY BODIES

A strengthening of support for the physical, mental, and emotional well-being of Parker students, faculty, and staff.

THE NEEDS OF SOCIETY

Answering the charge to actualize Parker's public purpose by developing meaningful partnerships and sharing knowledge with their local communities.

LANCERS FOR EQUITY AND JUSTICE

Advancing diversity, equity, inclusion, and belonging (DEIB) through deliberate and holistic efforts.

FUTURE FORWARD

Parker's commitment to the research and design of institutional systems, processes, and plans that ensure Parker's sustainability as a leading educational institution.





Diversity, Equity, Inclusion, and Belonging

Parker embraces the celebration and understanding of different identities, backgrounds, and experiences. They lean into difficult conversations with courage and respect. And they continuously strive to improve their cultural competency, policies, and strategic goals.



COMMUNITY

Parker has a deep commitment to building a school community that truly is global in perspective, diverse in composition, and reflective of our world. Their goal is to be one community where all members feel valued, included, and respected.

At Parker, their learning environment is enhanced by the different stories and experiences of each member of their school community. They are one community composed of many families representing a broad range of viewpoints, cultures, and backgrounds—they all learn from each other.



Important DEIB Milestones

2013

Parker creates a standing Diversity Committee of the Board of Trustees.

2015

Parker hires its first Director of Diversity and Inclusion, who remains in this role and has grown the Office of DEIB to what it is today.

2018

Parker begins S.E.E.D. training for faculty; to date, 34 have completed it.

2019

Parker begins S.E.E.D. training for faculty; to date, 34 have completed it.

2014

Parker commits to a two-year climate survey process, Assessment of Inclusivity and Multiculturalism (AIM), as developed by the National Association of Independent Schools.

2016 TO 2018

Parker implements five AIM action items:

- Create a diversity and inclusion mission statement.
- Develop and implement an outreach plan.
- Develop and implement a JK to 12 inclusive curriculum framework.
- Revise hiring practices to attract more diverse faculty to the school.
- Provide professional development for faculty and staff.

2020 TO PRESENT

Parker takes its commitment to DEIB to the next level, by:

- Creating an Office of Diversity, Equity, Inclusion and Belonging.
- Hiring two full-time associate directors, one to work at each campus.
- Launching an Equity and Justice action plan (<https://bit.ly/2LG4CNI>).
 - Affinity group expansion and facilitation
 - Continued professional development
 - Racial literacy
 - Culturally and linguistically responsive teaching



Key Statistics



1912

Parker's founding year, making it the oldest co-ed, independent school in San Diego.



80 ZIP codes across San Diego County are represented in Parker's student body.



1,325 students

9:1 student-to-teacher ratio

Publications

Weekly division newsletters with over 3,000 readers and a 75% open rate.

Annual **PARKER MAGAZINE** published each spring



Financial Assistance

24% of families receive financial assistance.

\$6.2 million allocated for financial assistance in 2019.

\$20,100 average need-based award

\$7 million allocated for financial assistance in fiscal year 2023.



86 faculty with advanced degrees

72

colleges in the United States and beyond welcomed a Parker graduate from the class of 2022.

Memberships

San Diego Consortium of Independent and Private Schools (SDCIS), National Association of Independent Schools (NAIS), National Business Officers Association (NBOA), Independent Schools Business Officers Association of California (Cal-ISBOA)

Accrediting Bodies

California Association of Independent Schools (CAIS), and the Western Association of Schools and Colleges (WASC)

Instagram

[@FRANCISPARKERSC](#)

Website

WWW.FRANCISPARKER.ORG

Blog

[PARKER NEWS](#)

Parker Forward: A 20-Year Campaign



PHASE 1		COMPLETED \$75M
2001	Land acquisition opposite Plumosa Way, South wing and JK classroom retrofitting (Mission Hills Campus)	
PHASE 2		
2004	10 New Classrooms, 3 New Labs, Considine Library, Scripps Design Center, Gooding Courtyard, 2-story North Wing, and J. Crivello Playground (Mission Hills Campus)	
PHASE 3		
2005	Turf Field, Lights, and Surface Parking (Linda Vista Campus)	
PHASE 4		
2006	29 New Upper School Classrooms, 8 New Upper School Labs, Viterbi Science Center, Nicholas Commons, and Senior Quad (Linda Vista Campus)	
PHASE 5		RECENTLY COMPLETED \$23.4M
2007	19 Renovated Middle School Classrooms, Library, Lawrence Commons, Gildred Math Building, Tchang Science Center, Middle School Courtyard (Linda Vista Campus)	
PHASE 6		
2009	Visual Arts Building, Thiemann Music Building, James Alan Rose Art Gallery, Peters Family Building, and J. Crivello Hall (Linda Vista Campus)	
PHASE 7		RECENTLY COMPLETED \$23.4M
2019	Student Life Center, Outdoor Amphitheater, Cafeteria, Renovations to the Amelita Galli Curci Performing Arts Center, On-site Parking (Linda Vista Campus)	
PHASE 8		UPCOMING \$26.3M
2021-2022	Student Life Center Expansion, Field to House Renovation, and New Aquatic Complex (Linda Vista Campus)	

Inspired architecture and design have always played a central role in the development of Parker’s campuses. Artfully created spaces on the Mission Hills Campus that join classrooms with the natural environment were the work of famed architect William Templeton Johnson, who co-founded the School in 1912 with his wife, Clara Sturges Johnson.

The Linda Vista campus has undergone dramatic transformations over the last 50 years, mirroring the goal for Parker students to have bright, contemporary, and exciting learning spaces that inspire and cultivate the development of many skills and interests.

The Master Plan will be completed in eight phases: the Mission Hills Campus renovation and expansion (completed in 2004); synthetic turf and lights for the Linda Vista Campus (2004); 29 classrooms, Viterbi Science Center, Nicholas Commons, offices, and Senior Lawn (2006); Linda Vista Campus library, Middle School classrooms, Tchang Science Building, Gildred Math Building, and Middle School Courtyard (2007); Visual Arts Center, music studios and Peters Family Building (2009); J. Crivello Hall (2009); the Student Life Center and parking garage (2019); and the Douglas Aquatic Center, the Silberman Student Life Center, and the Vassiliadis Athletic Center (groundbreaking soon).

For more information about this innovative and transformative masterplan, please visit WWW.PARKERFORWARD.COM



Linda Vista Campus

At Francis Parker School, students enjoy tremendous educational benefits from the community's philanthropic investment in state-of-the-art academics and arts facilities. The same can hold true for physical education and athletics. Parker is in the home stretch of a two-decades-long capital improvement program to reimagine the Linda Vista Campus, which has seen over 20 new structures built in the last 20 years. The final pieces of this Campus Master Plan include the Douglas Aquatic Center, the Silberman Student Life Center, and the Vassiliadis Athletic Center. With these new buildings comes the tangible reminder of Francis Parker School's belief in high-quality physical education and athletic programs as an integral component of students' well rounded educational experience. These spaces will serve both students and the local community, providing a place to gather, play, and compete.



Mission Hills Campus

Parker's lower school campus, located in Mission Hills, embodies the school's commitment to excellence and what it means to be "Parker proud." With its quintessential Spanish-style buildings and thriving idyllic landscape, the lower school serves as an educational hub for Parker's youngest learners. As the final elements of the Linda Vista Campus master plan are completed, Parker will begin to turn its attention to formulating similar project plans at the Mission Hills Campus. These plans will span well over a decade and result in a reimagining and renovation of the campus, and will allow Parker's lower school students to foster meaningful relationships and deeply connect with their own ideas and educational goals.





Parker Leadership Team

The Parker Leadership Team (PLT) is a diverse, motivated, and talented group of administrators. The PLT currently comprises fourteen people: the head of school plus thirteen senior administrators. Administrators on the PLT oversee academic and non-academic units across this complex, large, two-campus institution. The group is diverse not only in its individual makeup but also for its organizational structure. Some members are assistant heads overseeing multiple areas of broad functionality, some are heads overseeing divisions with multiple functional units, and others are directors overseeing domain-specific departments that touch all areas of the school. In addition, not everyone on the PLT reports directly to the head of school. Even with this diverse organizational structure, the PLT functions as a collaborative, cooperative, and consensus-driven unit in which all voices matter and everyone has an equal seat at the table. For more information about the members of the PLT, we invite you to read their individual [BIOS](#).



Voices of Parker



Roxanne Holmes

Associate Director of
Internal Communications

Roxanne Holmes is the associate director of internal communications at Francis Parker School. Before Parker, Roxanne worked for a national retailer, managing their internal communications and engagement. The opportunity to bring her experience into the field of education drew her to Francis Parker School. What she finds most compelling is the school's guiding principles, which extend beyond the classroom and inspire all members of the Parker community. She especially values Parker's Vision, which stresses the importance of building an engaging environment that nurtures curiosity and encourages one to embrace purposeful opportunities and live a joyful life. She is inspired by her coworkers, colleagues, and especially the students at Parker daily. Roxanne values the fun and collaborative environment of the marketing and communications department and is looking forward to building a solid partnership with the incoming head of marketing and communications.



Frederic Skrzypek

Director of Instructional
Technology and
Information Systems

Frederic Skrzypek is a passionate and strategic member of the PLT. Upon joining the PLT, Frederic was impressed by the school's devotion to multi-year planning and goal-setting. In addition to overseeing the school's day-to-day technology operations, Frederic focuses on Parker's long-term vision for improving technology systems and processes. Now in his second year as the director of instructional technology and information systems, Frederic has enjoyed learning and contributing to Parker's big-picture goals. He and his team are currently reviewing Parker's responsible technology usage policy, and proactively enhancing additional technology procedures at the school. With an upcoming website redesign on the horizon, Frederic and his team also look forward to partnering with the marketing and communications department to lead this project. He is excited to welcome a forward-thinking and tech-savvy head of marketing and communications to Parker.



Christen Tedrow-Harrison

Director of Diversity, Equity,
Inclusion, and Belonging

Christen Tedrow-Harrison is a champion of DEIB principles at Francis Parker School. Christen began her career in education as a teacher. As a second-generation, Mexican-American woman, Christen wanted to create a space for students to feel accepted and celebrated for their unique attributes. In 2015, she came across the director of DEIB role at Parker, and was drawn to the school's commitment to evolving to best meet the needs of its diverse student body. She recalls feeling as though she received the "best gift she could have asked for" when she joined the Parker Leadership Team (PLT). In her time at the school, Christen has accomplished revolutionary work in the area of DEIB. In 2020, she established the office for DEIB in order to best support and uplift marginalized communities at Parker and beyond. She is looking forward to welcoming a relational and empathetic head of marketing and communications to the PLT. She hopes this individual will build trusted relationships with colleagues and share Parker's student-centered approach with the San Diego community.

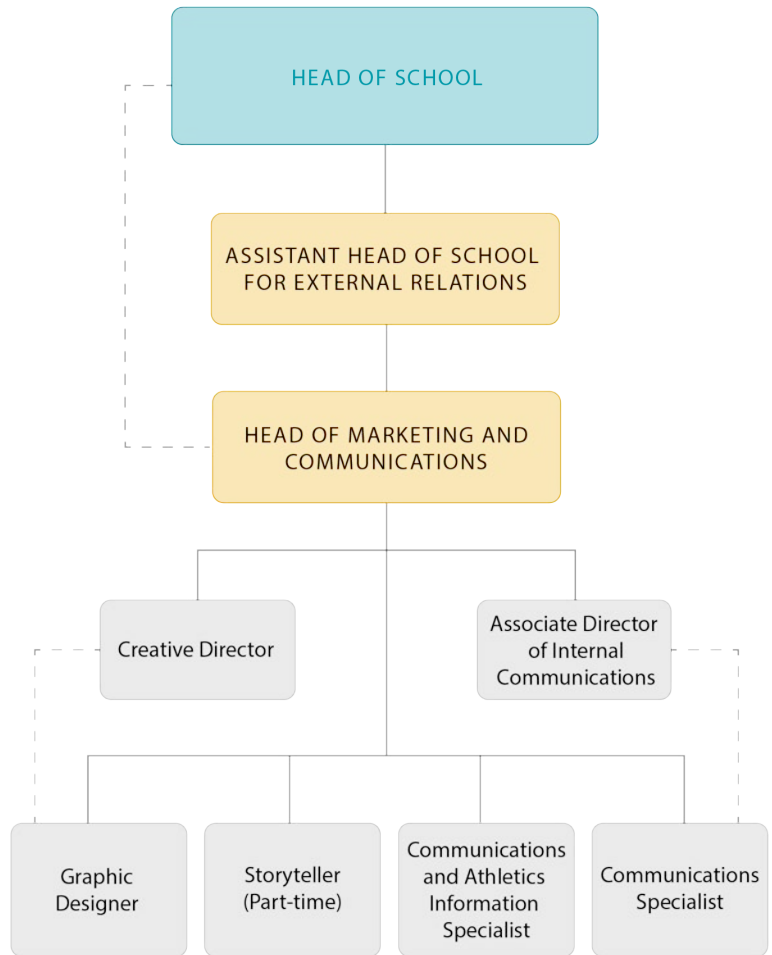


The Marketing and Communications Department

The marketing and communications department is a fast-paced and collaborative department composed of six professionals who report directly to the head of marketing and communications. A new creative director will be joining the team later this spring to oversee all aspects of Parker’s branding, and to lead the production and design of all digital and print assets for the school. The creative director shares a dotted line direct report, the graphic designer, who assists with the design and production of brand elements.

The associate director of internal communications serves as the point-person for all internal communications at Parker, which includes producing weekly divisional and schoolwide newsletters, interfacing with current parents and families, and developing and managing the school’s annual events calendar. A communications specialist provides overall administrative support to the department, and a part-time storyteller assists with the development of press releases and internal communications.

Additionally, the communications and athletics information specialist is responsible for ensuring consistent coverage and promotion of all athletic teams and activities, and will work closely with the incoming director of athletics to ensure consistent branding for all athletics-related communications and collateral.



Department Pillars

- Always Be Learning
- Work in a Perpetual State of Curiosity
- Commit to Achieve at the Highest Level
- Foster Collaboration and Shared Ownership

Department Values

- Quality
- Curiosity
- Creativity
- Passion
- Teamwork
- Hard Work
- Integrity



Background and Opportunities

Francis Parker School is a leading independent school in San Diego, serving over 1,300 students in JK through grade 12 from over 80 ZIP codes across San Diego County. Its two campuses – Linda Vista, which serves Parker’s middle and upper school students, and the historic Mission Hills Campus, which serves early childhood and lower school students – boast best-in-class facilities for students’ myriad interests and pursuits. The marketing and communications department stands at the cornerstone of Parker and is the channel through which all school communications flow.

The head of marketing and communications has eyes — and often, hands — on every activity at the school, constantly scanning, talking, texting, producing, and writing as well as being out and about between the two campuses and in the greater San Diego community. Managing all of the internal and external communications for the school in addition to public relations and crisis management is a mission-critical task, and this position is an ever-evolving role within a fast-paced and high-performing department. Not only does the head of marketing and communications set the school’s marketing strategy and brand identity, but this senior administrator also must be ready and willing to jump in on short notice to support crisis coordination, event production, and media relations.

INTERNAL STRUCTURE

The organizational structure of marketing and communications has morphed over the years to signal its growth. In the past, marketing and communications were separate departments, but later merged to create better internal alignment. In 2013, the school’s board of trustees formed a communications committee to provide strategic guidance to this new department. Two years ago, the board dissolved this committee after recognizing that the vision of a unified marketing and communication program had been fully realized. This success is in large part a result of the tireless effort of the outgoing head of marketing and communication, who is relocating with her family out of the area after ten successful years at Parker.

Today, the head of marketing and communications plays an integral role as a part of the 14-member Parker Leadership Team (PLT), helping to shape the school’s overall external relations strategy. How to craft and communicate Parker’s identity in the community is always top of mind for the PLT, and in keeping with the school’s culture, collaboration in this area with a variety of talented administrators is ongoing. The head of marketing and communications partners with the assistant head of school for finance to oversee the department’s budget, and works with the assistant



Shara Freeman Hoefel

Assistant Head of School for
External Relations

Shara Freeman Hoefel joined Parker in 2013 as the Head of Advancement. In 2020, she assumed the role of Assistant Head of School for External Relations, overseeing the admissions, advancement, and marketing and communications departments. Shara appreciates the way that Parker truly knows each and every student, and sees the marketing and communications department as an invaluable part of sharing the Parker experience with the broader community.

We invite you to watch our [INTERVIEW](#) with Shara, who discusses the importance of finding a student-centered and talented head of marketing and communications to lead the next iteration of Parker’s marketing strategy.

head of school for JK-12 strategic initiatives to develop internal communications strategy. To that end, an important part of the department's mission is to ensure clear and frequent communications to Parker parents, faculty, and staff regarding change initiatives and policy implementations. Doing so requires close relationships with all Parker stakeholders to understand both their perspectives and communication preferences.

The head of marketing and communications leads one of the largest administrative departments at Parker, overseeing the associate director of internal communications, the creative director, the communications and athletics information specialist, the graphic designer, the part-time storyteller, and the part-time communications specialist. Possessing a warm demeanor and an ability to mentor staff will help the team maintain a cross-functional, collaborative approach and leverage its diverse talents for the school's success.

A SURE BALANCE

In an increasingly crowded and competitive educational landscape, the head of marketing and communications will need to understand how to position Parker even better as a leading-edge, student-centered institution. The head of marketing and communications needs to take a proactive approach to implementing creative marketing strategies and enhancing brand awareness. The person in this role will own and execute a five-year marketing and communications strategy, and will have the opportunity to evaluate and shape Parker's messaging to prospective families and community partners in tandem with the new director of admissions and financial aid. The role requires a high touch with all stakeholders — faculty and staff, administrators, families, media, and the greater community — and ensures that Parker's inspiring narrative syncs across platforms. Mixed into all of this will be an upcoming website refresh to upgrade the underlying content management system.

A variety of technical and general skills will enable

the head of marketing and communications to ensure departmental success. This individual needs to be responsive in crisis circumstances and able to continually manage the school's brand and reputation in the public sphere — by possessing a calm, clear, and assertive style that resonates broadly. This individual also needs to be facile with technology, both enterprise and graphic design, to lend a hand when necessary to other members of the team. Finally, this individual needs to be able to strike exceptional balance in a fast-paced environment where policies sometimes need adaptation or flexibility, but departmental efficiency and schoolwide policy are also important interests.

In addition, Parker embraces a data-driven mindset. The head of marketing and communications analyzes and communicates a range of data to stakeholders; tailoring this information to different audiences is a must. By continually evaluating the school experience and integrating feedback from families into Parker's strategic direction and day-to-day life, the head of marketing and communications will be an invaluable asset to the PLT.

The person joining should look forward to building on the department's outstanding foundation and bringing new skills and experiences to take Parker to greater heights. This role reports to the assistant head of school for external relations. The entire school is eager to welcome someone aboard this summer to help launch the next great chapter of marketing and communications at Parker.





2022-2027 Marketing and Communications Strategic Plan

The Marketing and Communications department commits to the following goals as areas of shared priority and accountability. The first three goals are adopted from the school's **STRATEGIC DIRECTION**, and the final five are specific to our focused work in communications, content, marketing, reputation, and brand stewardship.

The incoming head of marketing and communications will have the chance to assess and implement these goals in alignment with the school's ongoing priorities.

ONE PARKER: PRIORITIZE A COMMITMENT TO PARKER'S GUIDING PRINCIPLES

Outcome: The Parker community has a shared commitment to the School's mission, vision, educational philosophy, and core values. Parker students, families, and employees act based on these shared beliefs.

THE NEEDS OF SOCIETY: LEVERAGE PARKER'S SUBJECT MATTER EXPERTS

Outcome: Parker faculty and staff are experts in their fields. The School amplifies its impact by identifying opportunities to celebrate their work and share knowledge within our communities and industries.

FUTURE FORWARD: SECURE PARKER'S POSITION AS A LEADING EDUCATIONAL INSTITUTION

Outcome: The School has a deepened understanding of its marketplace position by engaging in activities to understand better the behaviors, values, and needs of the next generation of Parker families.

NURTURE A CULTURE OF PHILANTHROPY

Outcome: Community members are inspired by the work of the School, its mission, and the direction of its future. They understand the importance of philanthropic support and feel connected to the community in a way that inspires them to participate.



POSITION THE SCHOOL IN FRONT OF PROSPECTIVE FAMILIES IN THE SAN DIEGO REGION

Outcome: Families of school-aged children in the San Diego region know Francis Parker School, its academic and extracurricular programs, and its differentiators among peer schools. Additionally, families understand the value of an independent school education and the financial assistance available to them.

INCREASE THE VALUE OF THE FRANCIS PARKER SCHOOL BRAND

Outcome: Members of the School's internal and external communities perceive Parker as a high-caliber, engaging institution. The School produces and distributes compelling, consistent content that drives positive perception and aligns with the themes outlined in the School's Strategic Direction.

POSITIVELY INFLUENCE THE SCHOOL'S PERCEPTION AMONG KEY AUDIENCES

Outcome: School community members feel compelled to engage with and support the School through their enrollment, employment, or their gifts of time, treasure, and talent. The positive perception of the School ensures its relevance as a leading academic institution.

EXERCISE EXCELLENCE IN COMMUNICATIONS AND MARKETING TO ADVANCE THE SCHOOL

Outcome: Current and prospective members of the School community can easily find and access information they need to engage with the life of the School.





Adjectives to Describe Parker's Next Head of Marketing and Communications

Strategic

Detail-oriented

Mission-driven

Curious

Relational

Empathetic

Organized

Creative

Diplomatic

Data-driven

Tech-savvy

Perceptive



Specific Duties

STRATEGIC MARKETING AND COMMUNICATIONS

- Develop, implement, and evaluate the school's strategic marketing and communications plan to advance the brand, mission, program, and goals of the school through both internal and external communications.
- Define and lead all outreach initiatives, publications, social media marketing, and other external messages in alignment with the school's communication guidelines and brand identity.
- Effectively communicate schoolwide change initiatives and priorities to all stakeholders to ensure clarity and community buy-in.
- Ensure brand and messaging quality and consistency apply to all departmental communications, activities, and events at the school, and among professional and volunteer leadership.
- Collect and analyze data to monitor emerging trends in education and school-related data to measure the efficacy of all marketing and communications activities.

PUBLIC RELATIONS AND CRISIS MANAGEMENT

- Constantly monitor and identify opportunities and issues that may impact the reputation of the school.
- Analyze the school's customer experience for all constituents and identify areas of opportunity through use of focus groups, surveys, and analytics.
- Act as the lead for all crisis communications activities, and oversee and regularly evaluate the crisis communications plan to follow best practices.
- Collaborate with school leaders to ensure transparency and consistency in communication regarding issues, crises, and incidents.
- Execute annual crisis management training exercises and preparedness activities for all employees.
- Serve as the primary point of contact for media and public relations.

CONTENT PRODUCTION

- Create written communications on behalf of the school and school leaders that establishes a consistent voice and narrative, and addresses the needs of the audience.
- Collaborate with the creative director and assistant head of school for external relations to design and produce all creative materials in print and digital format, including the school magazine, annual giving report, and other publications.
- Lead the strategy and development of all school websites, and implement effective information management processes.
- Oversee the production of all video and photo content.
- Assist with the execution and marketing for all special events hosted by the school and the parents association.

LEADERSHIP AND COLLABORATION

- Oversee and lead a team of six in-house creative marketing and communications professionals to execute the strategic marketing and communications plan and set departmental goals.
- Provide outstanding mentorship, feedback, support, and professional growth to all members of the marketing and communications department.
- Serve as a member of the Parker Leadership Team (PLT) and chair of the commencement speaker committee.
- Work closely with all divisions and departments, JK-12, to ensure the success of institutional events including guest speakers, promotions, commencement, and homecoming.
- Collaborate with the head of school, division leads, and other key stakeholders to oversee consistent, accurate, on-brand, and on-message internal communications about school policies, news, and other critical content.
- Perform other responsibilities and duties as assigned.



Qualifications and Qualities

QUALIFICATIONS

- Bachelor's degree in marketing, communications, journalism, or a related area required; Master's degree preferred
- 10+ years of related experience, preferably within a complex, fast-paced organization
- Comprehensive knowledge of strategic marketing and communications principles
- Experience serving as a member of a leadership team, supervising a team of creative professionals, and managing a departmental budget
- Proven track-record of leading an integrated marketing and communications program from concept to completion
- High degree of proficiency with current software and technologies such as Adobe InDesign, Photoshop, Illustrator, Lightroom, and Google suite of products including Google Analytics
- Demonstrated experience with web development, social media monitoring and media relations software, and other mass communications and content management systems

QUALITIES

- Exceptional written and verbal communication skills
- Collaborative and relational leader who is comfortable interfacing with Parker constituencies and external stakeholders
- Excellent copy-editing skills
- Data-minded approach to developing marketing strategy
- Strong organizational and time management skills with the ability to multitask and prioritize workflow
- Highly motivated, productive, and deadline-oriented
- Ability to exercise good judgment, tact, diplomacy, and manage confidential information
- A willingness to actively participate in the life of the school, and to serve as an ambassador of Parker in the local and national community

This position requires working at a keyboard and remaining stationary for long periods of time in a professional office environment. This position also requires moving between and within all areas of both campuses, which include stairs and narrow access paths.



How to Apply

12M Recruiting is acting on behalf of Francis Parker School to identify exceptional marketing and communication leaders to fill this extraordinary opportunity. Direct inquiries to:

JOBS@12MRECRUITING.COM

APPLICATIONS WILL BE CONSIDERED THROUGH JUNE 4, 2023.

All applications must be submitted online:

WWW.12MRECRUITING.COM/JOBS/PARKERMARCOM

An application requires submitting four PDFs:

- Cover letter introducing yourself to the Francis Parker School search committee
- CV or resume
- A list of four references (include each person's name, current organization, title, phone number, email, and past connection to you — though we will not contact any references without obtaining your permission first)
- Please choose between submitting:

A sample of your creative professional work that showcases the skills and abilities outlined in your cover letter and resume. This may include an excerpt of a strategic marketing plan, written press release or publication, or sample marketing collateral that you designed and produced. Please submit this as a single PDF, or a PDF with link(s) to the sample.

or

In no more than a page, share your thoughts about one of the eight goals from the 2022 - 2027 Marketing and Communication Plan. What excites you about this, and what high-level ideas or questions would you want to explore early in your tenure?

Francis Parker School values diversity and seeks talented students, faculty, and staff from different backgrounds. All employment decisions are made without regard to unlawful considerations of race, color, sex (including pregnancy, childbirth, breastfeeding and related medical conditions), gender, sexual orientation, gender identity or expression, marital status, religion, national origin, ancestry, ethnicity, creed, age, mental or physical disability, medical condition, genetic information, military or veteran status, or any other basis prohibited by federal, state, or local law.

