



DIRECTOR OF MARKETING AND COMMUNICATIONS

TVT Community Day School

SUMMARY

Location | Irvine, CA

Post Date | September 19, 2023

Priority Deadline | October 20, 2023

Remote Semifinal Round and On-Site Final Round | November

Start Date | Late 2023 / Early 2024

Reports To | Head of School

Salary Range | \$117,000 - \$157,000

Classification | Full-time, Exempt





SUMMARY

TVT Community Day School (TVT) is one of Orange County's oldest independent, college preparatory, co-educational day schools, with 830 students in grades TK through 12. The 22-acre campus enjoys state-of-the-art facilities and eco-conscious design elements, all of which add to the school's joyful, inclusive, and pluralistic educational community. TVT's rigorous academic curriculum is rooted in the values of truth, kindness, respect, repair the world, justice, and community. Students graduate from TVT as inquisitive learners, compassionate citizens and courageous leaders in their community and in the world.

The newly established director of marketing and communications position will lead the school's internal and external marketing and communications strategies. TVT is in an outstanding position as the top K-12 school in Orange County and the top Jewish school in America, according to 2023 Niche Rankings. The opportunity for TVT is to find new and creative ways to bring its message and value proposition to an even broader audience in the region. This work will require close and constant collaboration with the director of advancement and the director of enrollment management, both of whom are key stakeholders for external-facing marcom initiatives. At the same time, the director of marketing and communications will ensure effective internal communications throughout the school. An associate director of marketing and communications reports to the director, who in turn reports directly to the head of school. This position will ideally start no later than early January 2024.

MISSION

We are an inclusive Jewish school of inquiry and innovation where academics are important and character is paramount.

PLURALISM & DIVERSITY

TVT believes that our differences make us stronger. We welcome families of all backgrounds and faiths who embrace our mission and share our values.

As an inclusive and pluralistic Jewish school, we are committed to ensuring that each family experiences a shared sense of belonging, so we foster an appreciation for differing backgrounds and beliefs. To do this, we devote time and resources to understand and celebrate these differences, and we teach the value of mutual respect, empathy, and compassion for others. In doing so, we create a culture of inclusion and advocacy that bolsters us against prejudice and intolerance. When we partner with all families, we build a more equitable community that inspires students to make the world a better place.



ABOUT TVT

VALUES

As remarkable as the academics are at TVT, we understand the importance of educating the whole child. Character is paramount and equally important are the values that are being taught, the sense of pride that is instilled and the community culture that is nurtured. Integrated into every aspect of the TVT experience are core values:

- Truth (Emet)
- Respect (Kavod)
- Kindness (Chesed)
- Repair the World (Tikkun Olam)
- Justice (Tzedek)
- Community (Klal Yisrael)

TVT IS THE PLACE TO BE

A Place for Growth & Transformation

Relationships are at the core of the TVT experience. Dedicated and talented faculty, staff, and coaches form relationships with students that impact and influence them well beyond their time at TVT.

A Community of Purpose

Students are inspired to live rich, meaningful lives honoring Jewish traditions and values. Embracing our mission, they are prepared to lead with intentionality and purpose.

A Culture of Inquiry & Innovation

Students learn to be empathetic problem solvers and critical thinkers immersed in an environment that promotes innovation and agency. Here, students become strong communicators and collaborative partners ready to thrive in college and beyond.

A Family of Supporters

We are all stakeholders in the TVT community. Annual support from parents, grandparents, alumni, alumni parents, corporations and foundations, as well as faculty and staff, translates into immediate impact that strengthens our community.





SCHOOL OVERVIEW

Tarbut V'Torah Community Day School (TVT) is one of Orange County's oldest independent, college preparatory, co-educational day school for students in grades TK through 12. It was established in 1991 as a Lower School and subsequently opened the Middle School and Upper School in 1997. TVT is dedicated to building an inclusive pluralistic education



community where mutual respect is paramount.

TVT provides an innovative dual curriculum and individualized learning that challenges students to think critically, work collaboratively and explore creatively in order to realize their fullest potential. Academic achievement is one aspect of the TVT experience, which emphasizes core values of Truth, Kindness, Respect, Repair the

World, Justice and Community. Through immersion and service-learning projects, students engage in high-quality, hands-on experiences designed to spark curiosity and to ignite a passion for lifelong learning. TVT graduates are inquisitive learners, compassionate citizens and courageous leaders in their community and in the world.

During junior year, TVT students engage in an intense study of Israel and the Holocaust. At the end of the year, they embark on a three-week trip to Israel and Poland that brings their learning to life. It is expected that they will grow as individuals and as a group, returning poised for the leadership opportunities that will come their way as seniors and beyond.

During the final two weeks of the school year, ninth and tenth-grade students leave the traditional classroom environment to engage in experiential programs of learning. Students sign up for one of several options, most fuse interdisciplinary opportunities with service. Each program is designed to spark curiosity, to help students become deeply and personally involved in their work, and to encourage opportunities for service-learning in the wider community.





EDUCATIONAL PHILOSOPHY

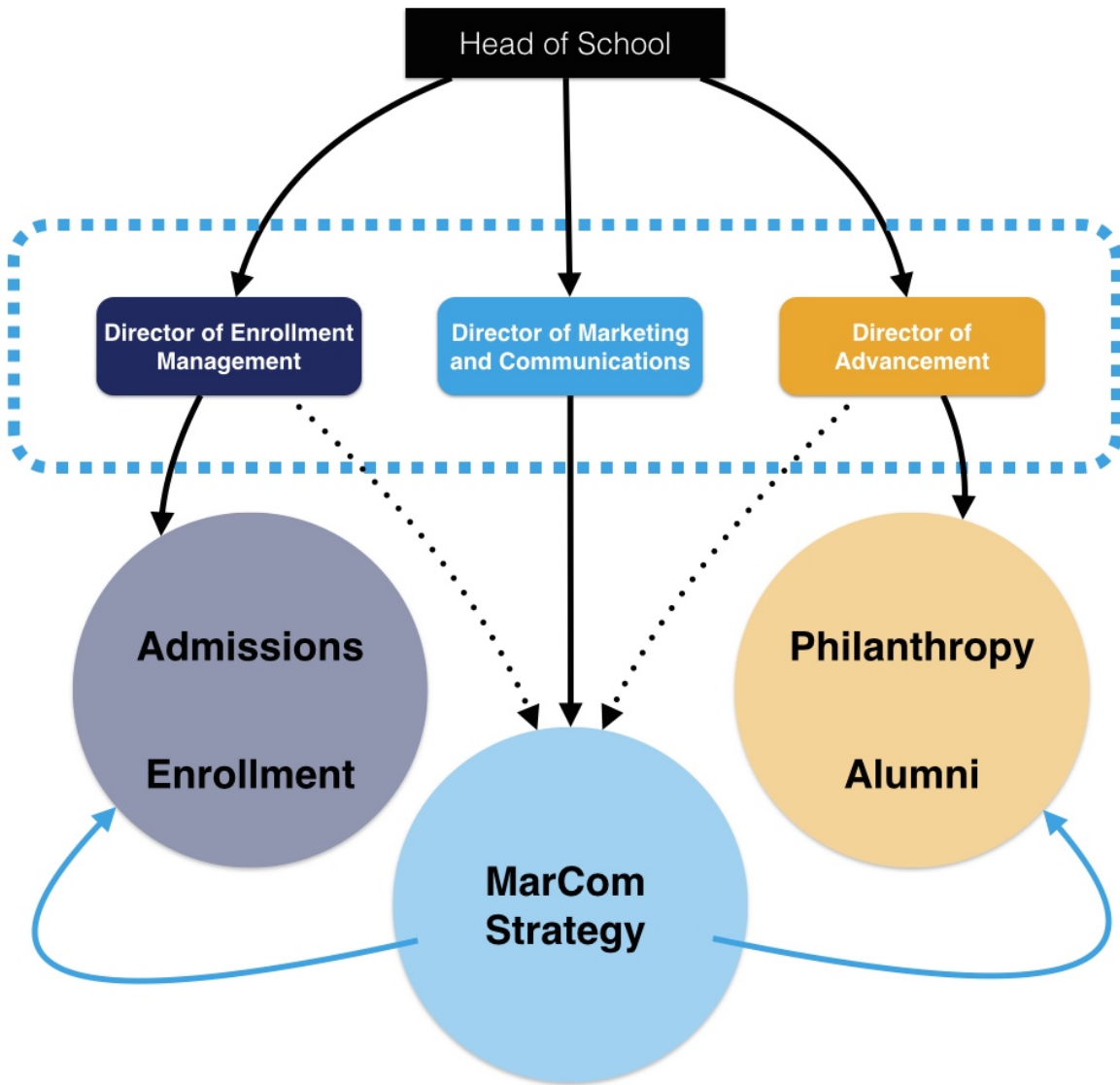
At TVT, we provide a college preparatory education rooted in our Jewish values of caring for the community, justice, kindness, respect, truth, and repairing the world (tikkun olam). We know that joyful learning today leads to meaningful achievements tomorrow, so to spark and kindle this joy, we are guided by our beliefs that:

- positive student-teacher relationships are a source from which learning begins, and they provide models for healthy relationships going forward;
- good character is as important as strong intellect, so we interweave both, cultivating students' ethical values in concert with our academic program;
- educating students according to their individual needs and abilities allows them to flourish developmentally;
- setbacks, especially those born of educational risk-taking, are opportunities for growth;
- hands-on learning bridges the gap between theory and practice, motivating students to see the practical applications of their education and to become more self-directed learners;
- when students enter the decision-making process, they become more engaged and responsible citizens;
- service to others enhances our lives, engendering compassion and meaning, so our curriculum is imbued with service-learning opportunities;
- our community is strengthened when we partner with families who share our philosophy and who are committed to supporting their children's growth;
- Judaism means many things to our students and families, so we proudly celebrate it as a source of identity, values, spiritual meaning, intellectual discipline, tradition, and community





MARCOM GOVERNANCE MODEL



The directors of enrollment, advancement, and marketing and communications will work collaboratively on developing and assessing marketing and communication strategy. This strategy is the underpinning for annual initiatives run by the enrollment and advancement departments, including admissions outreach, family engagement, annual fund campaigns, and alumni relations. At the same time, the marketing and communications department provides important tactical and operational support not only to these two external-facing departments, but also to the academic divisions. To that end, an important service of the MarCom department is to ensure that families, students, and employees feel connected to the daily life of the school through timely and efficient communications.



EARLY MARCOM PRIORITIES & INITIATIVES

LEAD THE MARCOM DEPARTMENT IN ITS INAUGURAL YEAR

At the start of this current school year, the marketing and communications department became a stand-alone department that reports directly to the head of school. This structure enables the department to provide both strategic and tactical support to TVT's many stakeholders, including the head of school, division directors, and two departments that engage heavily in programs and initiatives related to marketing and communications: Advancement and Enrollment. The director of marketing and communications will work in close collaboration with the directors of those two departments to develop marketing and communication strategies that support the annual cycles of advancement and enrollment. In turn, feedback from and analysis of advancement and enrollment initiatives will inform refinements to TVT's marcom strategy. These cross-departmental partnerships will ensure that the school's marketing and communications efforts reflect a cohesive voice and vision.

EVALUATE AND REFINE INTERNAL COMMUNICATIONS STRATEGIES

The director will implement internal communications strategies, so that families, students, and employees feel a part of the daily life of the school through timely and efficient communications channels. By evaluating and coordinating how information is accessed and shared among various constituencies, the director will be able to establish communications workflows and timelines that are clear, consistent, and flexible. To that end, TVT recognizes that, for example, two different parents or employees might seek or need the same information—but in different modalities and cadences. The director will also lead the design and production of print and digital communications, such as school newsletters, email campaigns, and crisis communications. Some of these projects involve the use of third-party contractors, designers, or systems.

EVALUATE AND REFINE EXTERNAL MARKETING STRATEGIES

With its breathtaking state-of-the-art campus, rigorous values-driven curriculum, and inclusive community, TVT is well-positioned for the incoming director to showcase the school's unique value proposition to audiences beyond its existing community. Upcoming projects for the director will include exploring options for a brand refresh, developing creative content, and considering new multimedia channels that promote the school to expanded external audiences. TVT is also at an inflection point as it considers long-term strategic goals and possible growth paths. TVT has much to offer and many exciting opportunities on the horizon, all of which will allow the director to share this Jewish community school's unique story and vision throughout Orange County.



KEY STATISTICS

Founded: 1991

Location: 22 acres in Irvine, CA

Ranking: #1 best K-12 private school in Orange County and #1 best Jewish school in America (2023 Niche Rankings)

Students: 830 students in three divisions (~400+ in the Lower School, ~200+ in the Middle School, ~200+ in the Upper School); Students in grades 6 – 12 come from 44 feeder schools representing 34 cities and communities in the greater Orange County, along with other regions including New York, Israel, and China; Retention rate over 90%

Student Life: 23 athletics teams in the Middle and Upper Schools; 27 Upper School clubs

Faculty and Staff: 90 faculty and staff, with over half holding advanced degrees; 8:1 student-to-teacher ratio

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

Tuition and Financial Aid: 33% of students receive needs-based assistance exceeding \$4.5M; Average award is \$14K (40% of tuition); Tuition ranges from approximately \$31.5K to \$40K

Memberships: NAIS (National Association of Independent Schools); CAIS (California Association of Independent Schools); ISM (Independent School Management); NSPRA (National School Public Relations Association); EMA (Enrollment Management Association); NBOA (National Business Officers Association)

Financials: \$29M operating budget; \$14M endowment; \$1.2M annual fund target

Website: www.tarbut.com

FROM THE HEAD OF SCHOOL

"TVT has an outstanding mission, community, campus, and culture. Families, professionals, and visitors that come to TVT see right away why it is a special place to work or to send your child to school. The director of marketing and communications is a new position that will help us design and execute an outstanding marcom strategy to bring the message and value proposition of TVT to an even larger audience, and ultimately to help us achieve our strategic objectives and grow as an educational institution." – Jill Quigley, Head of School

We invite you to watch our interview with Jill, in which she discusses TVT's inclusive community and collaborative culture, and the priorities for and importance of this new role.

<https://www.12MRecruiting.com/jobs/TVT/MarCom/video>



DIRECTOR OF MARKETING AND COMMUNICATIONS

Strategic Communications

- Provide visionary and operational leadership in communication strategy through initiatives that are contemporary, on brand message, relevant, and highly visible.
- Develop and implement a strategic communications plan to advance the brand, mission, program, and goals of the school, both internally and externally.
- Collaborate with key stakeholders to oversee consistent, accurate, on-brand, and on-message internal communications for school policies, news, and other content.
- Conduct market and peer research, plan and execute efforts that deliver effective relevant communication to prospective families
- Create written communications on behalf of the school and school leaders that establish a consistent voice and narrative, and address the needs of the audience.
- Partner with school leaders to develop and implement a crisis communications plan, and communicate ongoing risk management strategies to the school community.
- Advise and support the head of school and leadership team on executive communication, including speeches, presentations, and major correspondence.

Marketing & Content Production

- Design and implement a strategic, goal based, data-driven, multi-channel and multi-platform marketing plan in alignment with the vision and mission of the school.
- Leverage and evaluate technology platforms and mediums to ensure best practices in social media, web design and integration, email, and demand generations.
- Ensure consistent, high-quality brand and messaging to departmental activities, communications, and events, and among professional and volunteer leadership.
- Cultivate data-driven, high-impact, and results-oriented marketing practices to support advancement and enrollment initiatives.
- Define and lead all outreach initiatives, publications, social media marketing, and other external messages in alignment communication guidelines and brand identity.
- Oversee the design and production of all creative materials, print and digital.
- Oversee website design, strategy, information management workflows.

Leadership

- Report to the head of school, coordinate closely with the advancement and enrollment departments, and serve as a member of the TVT leadership team.
- Manage the departmental budget.
- Supervise the associate director of marketing and communications, and provide outstanding mentorship, feedback, support, and professional growth to direct report(s).
- Effectively communicate school-wide change initiatives and priorities to all stakeholders.
- Oversee and analyze brand perception surveys that lead to data-driven action plans.
- Perform other responsibilities and duties as assigned.



SKILLS, QUALIFICATIONS, AND OTHER INFO

Essential Skills

- Exceptional written and verbal communication skills
- Collaborative and relational leader who is comfortable interfacing with a diverse group of internal and external stakeholders
- Excellent copy-editing skills
- Outstanding 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 TVT in the community

Qualifications (preferred)

- Bachelor's degree required, preferably in a related field; Master's degree preferred
- 7+ years of related experience, ideally within a diverse, mission-driven organization
- Comprehensive knowledge of strategic 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
- Demonstrated experience with web development and other mass communications and content management systems

Working Conditions

- *Environment:* Office environment; Constant Interruptions; Public Relations;
- *Physical Demands:* Sitting, standing and walking for extended periods of time; Read handwritten documents and other records or reports; Some light lifting and carrying; Dexterity of hands and fingers; Hearing and speaking to exchange information in person or on the telephone; Seeing to read a variety of materials and monitor children; Reaching overhead, above the shoulders and horizontally to retrieve and file materials; Bending at the waist, kneeling or crouching

This is an on-site position requiring continued presence in both the school and donor communities to build relationships. However, in the spirit of wanting to find the best possible candidate the head of school is willing to explore the possibility of a hybrid or flexible engagement with some amount of remote work.



HOW TO APPLY

12M Recruiting is acting on behalf of TVT to identify exceptional marketing and communications professionals for this extraordinary opportunity. Please direct inquiries to:

Gabriel Lucas
Principal, 12M Recruiting
jobs@12MRecruiting.com

APPLICATIONS RECEIVED BY OCTOBER 20, 2023 WILL RECEIVE PRIORITY REVIEW.

All applications must be submitted online, via:

www.12MRecruiting.com/jobs/TVT/MarCom

An application requires submitting four PDFs:

- Cover letter introducing yourself to the TVT search committee
- CV or résumé
- A list of four references, at least one of which is a current or past supervisor (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)
- 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.

True to our core values and mission, TVT embraces diversity in all its forms – cultural, economic, racial, ideological, observance, and otherwise – and many of our families and staff identify as non-Jewish and come from diverse backgrounds. TVT believes that talented educators and administrators from many fields make the campus a dynamic learning environment. We welcome your interest and encourage you to get to know us, and we would welcome applications from individuals of all backgrounds!

TVT is committed to equal employment opportunities. We welcome diversity and do not discriminate on the basis of race, religious creed, color, national origin, ancestry, physical disability, mental disability, medical condition (including genetic characteristics), marital status, sex (including breastfeeding or medical conditions relating to breastfeeding), pregnancy, perceived pregnancy, childbirth or related medical conditions, sexual orientation, age, and active military or veteran status.

TVT provides employment-related reasonable accommodations to qualified individuals with disabilities within the meaning of the California Fair Employment and Housing Act and the Americans with Disabilities Act to enable such qualified individuals to perform the essential functions of the job.