



## JOB DESCRIPTION

**TITLE:** Communication and Marketing Manager  
**DIVISION:** Administration  
**REPORTING TO:** Head of School

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**SUMMARY:** The Communication and Marketing Manager reports to the Head of School and is a member of the Administration team. Responsible for leading, planning, directing and implementing overall strategies for all marketing and communications on behalf of The Village School to raise visibility, advance its brand, and enhance communications.

### **DUTIES AND RESPONSIBILITIES:**

- Develop marketing and communications strategies and plans that advance The Village School and drive increased engagement with prospective and current constituencies.
- Collaborate with departments in articulating their purpose and ongoing work. This includes the Head of School, Development, Admissions, Academic Divisions, Athletics, Performing Arts, and Technology.
- Ensure brand and messaging quality and consistency and establish guidelines to apply across all departments, activities and events at the school and among professional and volunteer leadership.
- In collaboration with the Head of School and Director of Admissions, design strategies and implement concrete plans to increase student applications and maintain prospective student and family interest.
- In collaboration with the Head of School and Director of Development, design strategies and implement concrete plans to capitalize on increased visibility and clear branding of the school to drive increased contributed revenue.
- Manage the weekly e-newsletter content and solicit information from all stakeholders to ensure consistent communication to families, send weekly.
- Plan for and deploy digital activities: website, online campaigns, email marketing, social media and digital content production.
- Plan and manage the department budget in order to maximize the effectiveness of all communications. This includes bidding out production of materials when appropriate to outside vendors.
- Create and execute a plan that regularly places the school in local media. Manage all messaging in the media.

### **QUALIFICATIONS:**

- BA/BS degree from an accredited college or university in a field related to marketing and communications; an advanced degree is preferred.
- Seven to ten years of increased leadership experience in marketing and communications, preferably in an independent school or other non-profit organization.
- Outstanding speaking, writing, and editing skills.
- Deep knowledge of the principles of marketing and communications and fluency in using social media effectively.
- Ability to create print materials using Photoshop, InDesign, or other comparable layout software.
- Experience in Final Cut Pro or comparable video editing software
- Demonstrated success in bringing regular, positive media attention to an organization.

- Demonstrated success in managing multiple projects with shifting priorities and competing deadlines.

Equal Opportunity Employer