

Communications Manager
July 2018

Job Title: Communications Manager

Department: Institutional Advancement

Reports to: Director of Strategic Marketing & Communications

FLSA Status: Exempt

Position Status: Full time, twelve months, benefited

Employment Opportunity:

The Communications Manager is responsible for the development and implementation of communications initiatives at Providence Day, specifically internal communications, social media, publications, and media relations. This position collaborates with the entire Institutional Advancement office and more specifically as a member of the Strategic Marketing & Communications team to deliver a brand-centric image of Providence Day to members of the school community, prospective families, the media, peer schools around the world, and the general public. The Communications Manager helps enhance the public perception of Providence Day as an innovative, global school. This position serves the entire PD community and as such, requires an effective collaborator, strategic thinker, proficient writer, and creative storyteller.

Essential Duties and Responsibilities:

1. Implement communications activities across the school's various outlets in alignment with mission, Head of School strategic vision, and key message points.
2. Write extensively for a variety of audiences and outlets, including both long- and short-form journalism. Collaborate with other departments, faculty, and student groups to identify and develop story ideas that promote and enhance the Providence Day brand.
3. Oversee, manage, and implement the production of print and electronic publications at Providence Day, including *Providence Day Magazine*, the *Report on Philanthropy*, and several e-newsletters for parents, faculty/staff, students, grandparents, and other constituents.
4. Create and execute a comprehensive social media strategy that is fully integrated with other communications efforts at PDS. Manage the day-to-day activities of the school's official social media channels.
5. Monitor and incorporate emerging trends and best practices in social media, and leverage metrics and data analysis to drive strategy. Offer social media guidance and training to PDS staff and faculty, as appropriate.
6. In partnership with the Director of Strategic Marketing & Communications, develop media relations and publicity strategies for Providence Day. Establish and maintain positive relationships with reporters and outlets with the goal of securing media coverage of the school, its students, faculty and programs.
7. Provide communications support to campus-wide special events, hosted programs, student projects, and fundraising campaign activities.

8. Serve as a member of the Crisis Communications team, as necessary, in support of emergency messaging systems, media monitoring, and internal/external communications.
9. Engage in other communications and marketing-related projects as assigned by the Director of Strategic Marketing & Communications.

Qualifications and Skills:

Bachelor's degree required, plus minimum of 5-7 years' experience in a related field. This position has the opportunity to inform and influence marketing and communications initiatives across a broad spectrum of external audiences and internal constituent groups. As such, the ideal candidate will have multidisciplinary skills and experience, including:

- Extensive writing experience for a variety of audiences and media
- Expertise in strategic social media planning and implementation
- Demonstrable publications management and budgeting
- Data analytics and evaluation
- Media relations and publicity
- Videography and photography
- Project management and project management software (Basecamp, Asana, Workzone, etc.)
- Google apps, Adobe and Microsoft suite of products, Final Cut Pro

Salary and Benefits:

Providence Day School is committed to attracting and retaining outstanding employees through a compensation plan that compares favorably with those of other independent schools both locally and nationwide. Individual salary levels are competitive and are determined by educational background and experience. A full benefits package includes TIAA retirement, medical/dental coverage and more

Application Process: Applicants should submit a cover letter of interest, current resume, a writing sample between 400-500 words, and a list of references with telephone numbers. Materials should be emailed to:

PDS.communicationsmanager@providenceday.org

The position is open until filled. Providence Day School is an equal opportunity employer (EOE).