Head of Marketing and Communications

DESCRIPTION

The Head of Marketing and Communications' main responsibility is to implement the school's marketing plan and all aspects of a marketing and communications strategy. The position's goals are to create brand awareness, improve student numbers, build community, foster networks, maintain short- and long-range strategic plans, and to manage and allocate the marketing and communications budget. The Head of Marketing and Communications reports to the Head of the School and works closely with the Head of the lower school, the Vice Principal, the Head of Administration, faculty, and select members of the Board of Trustees. This position is available as a part time position or on a consulting basis.

RESPONSIBILITIES

Marketing

- Manage school website in collaboration with other administration partners; collect content from internal constituents and ensure it accurately reflects our strategy, mission, and academic programs; secure bilingualism and outstanding quality of both languages

- Implement social media strategy and ensure accuracy of content; regularly publish appealing stories and updates on relevant and interesting school related topics

- Coordinate photography of key school activities and events; ensure that new photo albums are uploaded to media gallery in a timely manner

- Develop print, radio and digital advertisements, visual and written campaign components, and special articles for newsletters

- Design, write, and improve key marketing materials, view book, brochures, and postcards as well as create school videos

Communications

- Participate in school fairs (e.g., Bilingual Fair, Expat Fair)

- Outreach to German and other International companies (e.g., employers of school families)

- Foster relationships with Westchester communities and international groups, German American Chamber of Commerce, Citykinder, and other German Schools in the area and the country

- Support organization of information evenings, all on-campus admissions events, and open houses together with admissions department and faculty

Strategic and administrative tasks

- Define and implement strategic marketing and communications plan
- Develop social media strategy and define channels to publish
- Develop and oversee department budget with administrator
- Work with admissions and administration to develop and implement a comprehensive retention strategy to establish a more robust student base in Middle and Upper Schools
- Together with administration and board of trustees, develop marketing strategies and communications designed to help school raise funds through capital campaigns
- Measure effectiveness of current marketing activities
- Based on admissions statistics align marketing strategy and make adjustments

REQUIRED EXPERIENCE AND QUALIFICATIONS

- Fluency in German and English, both spoken and written preferred
- B.S. or B.A. degree (preferably M.S. or M.A.) with emphasis on marketing
- Strong knowledge of marketing, particularly SEO marketing and advertising; understanding of social media and ability to help school establish a strong presence in today's competitive environment
- Outstanding communication skills and ability to listen
- Interest in education and genuine affinity for children and families in a global world; ability to establish personable yet professional rapport with them in a school environment
- Familiarity with and commitment to bilingual education
- Strong familiarity with both American and German School systems
- Excellent organizational skills with ability to prioritize
- Professional conduct and flexibility
- Ability to take initiative and work independently
- Ability to work collegially and effectively with team to achieve school's goals
- Strong database and spreadsheet skills
- US employment authorization

HOW TO APPLY

Interested candidates should email a letter indicating their interest and qualifications along with a resume to the Head of Administration, Mr. Ed Schlieben, eschlieben@gisny.org and to office@gisny.org