



JOB ANNOUNCEMENT:

The Bay School of San Francisco

Director of Communication and Marketing

100% FTE, 12-month

Start September 2018

Located in the Presidio of San Francisco, The Bay School is an independent, college preparatory high school committed to providing its students with a challenging, innovative curriculum and a collaborative, supportive community. Our staff and faculty members (“staffulty”) foster and model curiosity, critical thinking, intentionality, open dialogue, and good humor as well as a commitment to equity and inclusion within Bay and beyond. Bay students have been described as engaged in learning, self-advocates, community-oriented, thoughtful and kind.

The Bay School does not discriminate on the basis of race, color, religion, sex, gender identity, national origin, ancestry, sexual orientation, age, or any other characteristic protected by law. We are committed to having a faculty, staff and student body that reflect the diversity of the Bay Area. We strongly encourage those with a demonstrated dedication to social justice, collaboration, innovation and student-centered education to apply.

Job Description:

The Director has primary responsibility for developing and implementing an innovative, integrated communications and marketing plan, consistent with the school’s unique, future-focused mission. Collaborating closely with members of the Advancement team and reporting to the Director of Advancement, the Director of Communications and Marketing will strengthen the brand identity of the school by overseeing and developing compelling content for the school’s website, social media, and print materials and by executing multiple strategies to market the school to internal and external audiences. Moreover, the Director will ensure that all communications are clear and consistent, and will develop strong working relationships with both School and Parent Guardian Association leadership.

Duties include but are not limited to:

- Employing a deep understanding of the school to identify ongoing, creative ways to highlight the school’s programs, people and distinctive mission and approach in order to

activate target audiences (e.g. prospective families, current families, alumni, friends of the school, etc.);

- Envisioning, developing and overseeing the school's strategic communications, branding and marketing objectives and plans in close collaboration with the Head of School and the Advancement team;
- Creating and curating content (text and photo) for the school's website and social media platforms, including the weekly newsletter, *The Current*;
- Monitoring the impact of these communication activities by analyzing website, social media and survey metrics;
- Reinforcing the school's distinctive voice and brand through stewarding the school's brand image and bringing consistency to all aspects of the school's graphics and related materials;
- Collaborating with admission and development offices as well as external graphic designers and photographers to develop and produce materials, including admission brochures, the annual report and other development-related materials;
- Working with the Head of School and the Bay Emergency Response Team to update the crisis communications plan and be prepared to help develop crisis messages, able to seek support from crisis communication professionals as required.
- Serving on the Advancement Team and Operational Leadership Team;
- Organizing all aspects of the school's graduation ceremony and reception, including the coordination of parent volunteers;
- Developing relationships with and providing related content for external media/press.

Note: *All staffuly have additional responsibilities to the students and school, including but not limited to serving as an advisor, chaperone at social events, committee member and admissions interviewer. All of these support the well-being of our community and the growth of the individual students.*

Key Skills/Qualifications:

- Collaborative, optimistic, energetic, outgoing, creative, possessing a sense of humor, and able to connect authentically with all kinds of people, including adolescents
- Demonstrated cultural competency
- Bachelor's degree and minimum of 5 years experience in a comparable role
- Excellent verbal, writing and editing skills
- Excellent project management skills
- Strong digital photography skills
- Actively supportive of the school's commitment to diversity, equity and inclusion
- Possessing deep knowledge of social media, print, digital photography, website and video management
- Experience with desktop publishing software and basic graphic design
- Organized and detail-oriented with an equal focus on strategy and goals
- Able to initiate, anticipate and follow through on multiple projects with firm deadlines

- Collegial, collaborative member of multiple teams and a visible participant in school life
- Willing to participate in occasional evening and weekend events
- Familiarity with independent schools helpful but not required

In addition, the ideal candidate will

- find resonance with The Bay School mission and philosophy;
- bring a diversity of work and life experience;
- seek out collegial collaboration and feedback as a means to improve the team and her/himself/themselves;
- demonstrate dedication to anti-bias and equity work;
- commit to innovation, professional growth and reinvention;
- demonstrate a passion for being in a learning community;
- enjoy working with and inspiring high school learners in all areas of school life.

Competitive benefit package and salary commensurate with experience.

Please submit all of the following to jobs@bayschoolsf.org with Comm Dir in the subject line by August 6, 2018. Please note that incomplete submissions will not be considered.

1. Resume/C.V.
2. Cover letter indicating why you are interested in position and in The Bay School
3. Three (3) published writing samples
4. List of references, at least one of whom must be a current/former supervisor, with their contact information.