

WESLEYAN

SCHOOL

Communications Director

The Communications Director reports directly to the Assistant Head of School for External Affairs. This position is responsible for working with internal campus clients to help carry out all components of the school's communication program in order to present a positive and consistent image of Wesleyan School to members of the school community and the general public. The Communications Director will be the primary point person coordinating all aspects of internal client projects and must have demonstrated experience managing relationships with a wide range of stakeholders. This is a 12-month position.

Responsibilities:

- ❖ Manage the fulfillment of the school-wide marketing and content plan developed in conjunction with the Assistant Head of School for External Affairs.
- ❖ Prioritize requests submitted to communications office, plan the creative calendar, and marshal all resources making sure all deadlines are met.
- ❖ Oversee the creation and implementation of annual communications calendar. Proactively anticipate and plan for internal and external communications needs in order to best support the communications office and the internal clients it serves.
- ❖ Ensure the timely, complete, and error-free completion of projects for internal and external audiences.
- ❖ Maintain and track project status in project management software.
- ❖ Plan the annual photography schedule to build and maintain the necessary photo library for marketing and advertising needs. Schedule photography shoots as needed.
- ❖ Manage the proofing process, including external proofreaders as needed.
- ❖ Manage the final approval process for ads, collateral, and other projects.
- ❖ Manage all mailing lists required to execute marketing campaigns.
- ❖ Support the Creative Director in the production, printing, and distribution of the bi-annual *Wesleyan* magazine.
- ❖ Assist in the distribution of publications and print collateral such as calendars, faculty plan books, and family directories.
- ❖ Maintain the Wesleyan brand and Style Guide standards in all external and internal communications.
- ❖ Identify and supervise freelancers and other vendors supporting the communications team.
- ❖ Support communications team by providing social, web, or other coverage of school events when needed. These could be outside of normal school hours.
- ❖ Attend special events and school functions, often outside of school hours, as requested.
- ❖ Actively participate in the life of the school both during the school day and outside of normal school hours.

Qualifications: Wesleyan School is seeking applicants with a bachelor's degree, but an advanced degree is desired. Strong organizational, interpersonal, and communication skills are required. Demonstrated success managing complex projects with a variety of stakeholder personalities is a must. This individual should be experienced, but eager to learn, and a hard worker ready to assist on a variety of projects. Extensive knowledge of all Microsoft Office products is required; comfort with design software and experience with project management software is desired.