

Job Description: Director of Communications

Reports to: Head of School

Status: Full-time, Hourly, Non-exempt

Hours: 7:00AM-3:30PM

Days: Monday through Friday, based on 40-hour week, occasional evening or weekend work may be required

Paid Leave: 22 days (176 hours) per fiscal year; paid holidays per published schedule

General Qualifications/Requirements: Degree in communications, business, or related area; experience in independent school communications or related field; demonstrated computer proficiency; excellent verbal and written communication skills and excellent customer service. Must maintain confidentiality; work efficiently and accurately; be a team player; be able to interact with multiple types of constituents and able to follow through on multiple projects simultaneously.

Duties and Responsibilities:

COMMUNICATIONS

- Develop a communications strategy for internal and external constituencies
- Develop marketing materials and advertising concepts as appropriate; assist in the collection, editing, and distribution of materials submitted by others
- Coordinate public relations and media relations efforts, including writing and distribution of press releases
- Generate content for various communication outlets, including the school magazine, social media, website and email
- With Admissions Office, plan and execute campaign to attract prospective students and retain current students
- Design, maintain, update website and manage social networking sites
- Parent-Faculty Association communications and general assistance
- Solicit and organize community partnership opportunities (e.g. Wahine Forum)

PUBLICATIONS

- Compile and distribute regularly-scheduled parent email newsletter
- In collaboration with others, produce school publications such as annual report and biannual school magazine: to include researching and writing original articles, compiling and/or writing class notes, graphic design and layout

OTHER DUTIES

- Assist with the promotion, marketing, and advertising of various school events
- School store merchandise vendor communications and customer ordering
- Manage school daily bulletin and calendar event submissions
- Support school policies, practices and standards and its leadership
- Other duties as assigned

SKILLS NEEDED

- Adobe suite (PhotoShop, Illustrator, InDesign)
- Microsoft suite
- Database management
- Photography and videography
- Impeccable writing, editing, speaking and listening skills