

Communications Associate

About Laurence School:

Laurence School is a top independent kindergarten through sixth grade school located near Sherman Oaks, California. Laurence has been dedicated to educating the “Total Child” for 65 years, providing a cutting-edge and innovative academic and enrichment curriculum. Laurence’s programs include: STEAM, student newspaper, edible garden, athletics, visual and performing arts, dance, music, global education, and our award-winning Kids’ Court mock trial program. As an educational institution, Laurence is also dedicated to the growth of its employees. Laurence’s faculty and professional staff have the opportunity to thrive in an environment where new ideas and innovation are encouraged. At Laurence, we are a collaborative team, working together to support our educational mission.

Job Summary:

The Communications Associate reports to the Director of Strategic Communications, taking an active role in the school’s overall marketing and communications efforts. The Communications Associate will assist the Director with all internal and external traditional and digital marketing, including social media, email communications, website content, digital and print publications, event marketing, and public relations, as well as the creation of graphic and video content. The person in this role will oversee the school’s photography and videography. This role is perfect for a dynamic and creative communications professional, who enjoys crafting engaging written and visual content and has a desire to grow and enhance his or her skills.

The salary for this position will be commensurate with experience.

Job Responsibilities:

- Create and disseminate a wide variety of school email communications to our parent body, alumni, donors, prospective parents, etc.
- Produce marketing pieces utilizing graphic design skills such as flyers, posters, invitations, social media graphics, etc.
- Help manage the school’s social media accounts (Facebook, Instagram, Twitter, LinkedIn, etc.), increase engagement, and develop social media campaigns, including creating short videos
- Help to create (written content and graphics) the school’s weekly e-Newsletter highlighting campus events and classroom projects, including working with teachers to garner article contributions and photos
- Ongoing management of the school’s website, including writing content and updating photos/graphics to ensure that the website remains dynamic and up to date
- Help to create and produce (in conjunction with an outside graphic designer) a variety of annual publications and project-specific electronic and print publications, including the annual report, spring and summer newsletters, admissions materials, and annual fund materials
- Create and manage the production of the school’s yearbook
- Manage the school’s photography and videography needs, including: taking photos and some video; managing/coordinating outside photographers/videographers and parent volunteer photographers; managing photo/video storage, tagging, and organization; and curating photo collections for social media, publications, the website, and other community needs

Required Knowledge, Abilities and Skills:

- Key understanding of traditional and digital marketing elements
- Excellent organizational, time management, and interpersonal skills
- Strong attention to detail while being able to think strategically and understand the larger vision
- Ability to work efficiently in a fast-paced environment, as well as handle multiple projects simultaneously
- Strong writing, editing, and proofreading skills
- Experience using a variety of digital platforms required to create and disseminate digital communications, including email platforms (e.g., Constant Contact, Mail Chimp), website or blog platforms (e.g., WordPress, Squarespace, Wix, etc. or school-specific platforms such as Finalsite, Blackbaud, WhippleHill), event/invitation platforms (e.g., Paperless Post, Eventbrite)
- Proficiency using Macs, Microsoft Office programs (e.g., Word, Excel, PowerPoint) and/or Mac equivalents (e.g., Keynote, Pages, Numbers), and Google Suite programs (e.g., docs, sheets, slides, forms)
- Experience using Adobe Creative Suite programs (InDesign, Illustrator, Lightroom and Photoshop)
- Demonstrated experience in graphic design and layout
- Basic video editing skills (e.g., iMovie or equivalent programs)
- Basic understanding of SEO, Google Analytics, and Facebook's Ads Manager
- Desire to continuously learn and stay up to date with changing digital platforms and technology needed to execute job duties
- Ability to work some weekends and evenings
- Ability to stand and walk for long periods of time during event-related activities and ability to lift at least 20 lbs.

Experience and Education:

- 2-4 years of experience in the areas of marketing and communications
- Bachelor's Degree required

Laurence School is an equal-opportunity employer and does not discriminate based upon race, religion, gender, national or ethnic origin, disability, or as otherwise prohibited by law. Our employees receive competitive salaries and excellent benefits, including health, dental and vision insurance, as well as a 401(k) Plan with company matching.

To apply, please send a cover letter and résumé to: [**jobs@laurenceschool.com**](mailto:jobs@laurenceschool.com)