

## **Benchmark School is Accepting Applications for a Marketing and Communications Director**

**About Benchmark School:** Benchmark School is truly an amazing place to be. It is filled with creative students, supportive parents, and gifted faculty members. It is not only energizing to be part of this community, but it is also deeply fulfilling to help students grow as learners and individuals and then watch as they go on to thrive in school and life. There is nothing better than knowing that you are helping to transform students' futures by empowering them to succeed.

Founded in 1970, Benchmark School is an internationally recognized independent, co-educational day school committed to helping bright students in grades 1-8 who learn differently (e.g., dyslexia, executive functioning difficulties, ADHD) or have yet to reach their full academic potential. It is located on a 23-acre wooded campus in Media, PA, approximately 13 miles west of Philadelphia. Benchmark's mission is to help our students develop into confident and strategic thinkers, learners, and problem-solvers who take control of their learning. Defining characteristics of the school include our fundamental commitment to excellence, professional development, and research-based innovation. As a result of these emphases, our graduates are self-advocates who approach tasks strategically, think flexibly, demonstrate persistence and resilience, and meet with success in school and in life. For more information about the school, please visit our website at [www.BenchmarkSchool.org](http://www.BenchmarkSchool.org).

**Position Description:** Benchmark School seeks a full-time, 12-month marketing and communications director. Reporting to the head of school, the director is responsible for the development and implementation of a broad, comprehensive, and strategic marketing and branding plan designed to promote enrollment, fundraising, and other school initiatives, both internally and externally. The ideal candidate will demonstrate a proven ability to effectively lead, manage, and inspire a collaborative team in a fast-paced environment with multiple creative products, possess the ability to communicate effectively, diplomatically, and with confidence with all constituents, be a skilled writer, and be familiar with the demands of print, web, and social media.

### **Essential Duties and Responsibilities**

- Manage the day-to-day activities related to marketing and communications.
- Develop and execute annual marketing and campaign plans that engage internal and external constituents in the support and promotion of the school.
- Develop, manage, and implement the brand strategy.
- Identify emerging marketing opportunities, design effective targeting strategies, and report on results.
- Develop long-and short-term strategic goals for the school's marketing, public relations, and communications efforts.
- Create, implement, and measure the success of a comprehensive marketing, public relations, and communications program.
- Provide support for volunteers and staff to effectively articulate the school's success stories and value, vision, and direction to both internal and external audiences.
- Coordinate the design and production of all print, social media, and digital publications, including the Benchmark Magazine, the Weekly Announcements, and other outlets to reach and influence the school's target audience.

- Collaborate with the Admission and Development Offices to develop strategies to recruit prospective students and engage alumni and families.
- Oversee and maintain the strategic and creative direction of the school's website and develop and manage an integrated online presence on social media platforms.

**Salary:** Salary is competitive and commensurate with experience and qualifications.

**Application Process:**

- A letter of application describing why you are a good fit for the position
- A current resume
- Three professional references including names, addresses, telephone numbers, and e-mail addresses

Send application materials to: [HumanResources@BenchmarkSchool.org](mailto:HumanResources@BenchmarkSchool.org) or Benchmark School, Attn: Human Resources, 2107 North Providence Rd., Media, PA 19063