



# HEWITT

**Job Title: Marketing Director**  
**Department: Communications and Marketing**  
**FLSA Status: Exempt**  
**The Hewitt School - New York, NY**

## ABOUT HEWITT

Established in 1920, The Hewitt School empowers girls to discover their full intellectual and creative abilities, to pursue their passions and personal best, and to lead lives of consequence with character, compassion, and conviction. Located on New York City's Upper East Side, Hewitt is an independent school serving girls in grades K through 12. As a community, Hewitt is fully committed to a culturally diverse faculty, staff and student body.

## POSITION SUMMARY

We seek a strategic, innovative leader to help us tell the Hewitt story and advance the Hewitt brand. You will be passionate about content marketing and about creating compelling, useful, and informative brand experiences across all channels (web, social media, email, print, on campus). You are entrepreneurial and enjoy being a **maker** who can see strategy through to implementation. You are well versed in user-centric design and design thinking, committed to data-driven decision making, and devoted to creating experiences and content that serve and delight users. Most importantly, you will take a **player-coach** approach and will find satisfaction in building the skills and processes needed to make Hewitt shine in our constituents' eyes.

## ESSENTIAL FUNCTIONS/RESPONSIBILITIES

**Digital experiences:** Make Hewitt's digital platforms as compelling and useful as possible. Serve as our in-house authority on user-centric design, information architecture, mobile-first design, SEO, and digital best practices. Develop and execute enhancements and updates to the public website and authenticated parent experience, and provide coaching and direction to the colleagues who maintain other internal sites and tools.

**Brand strategy and creative direction:** Serve as the steward of the Hewitt brand experience, considering how the Hewitt brand comes to life in each and every touchpoint for distinct user groups. Provide direction to our team's producer and to colleagues on how to use the brand to inspire confidence and school pride.

**Partner management:** Manage freelance designers, agencies, production firms, and vendors who help us with projects. Provide strategic direction and help our partners understand the Hewitt brand so they can create great work for us -- be the appreciative, committed, tough-but-fair client every agency dreams of.

**Data-driven marketing and decision making:** Develop processes and tools for using data to evaluate potential areas of investment, assess the efficacy of our marketing programs, and better understand user needs. Provide coaching to colleagues in technology/IT on data structure and tools required to support data-driven marketing.

**Experience strategy:** Lead efforts to improve the Hewitt experience for key constituent groups such as parents and guardians, prospective applicant families and students, alumnae, and employees. Convene colleagues from across the school to focus on important opportunities (such as new student/parent onboarding) and develop plans and processes for improvement.

## QUALIFICATIONS REQUIRED

- Bachelor's degree (minimum)
- A minimum of 8 years professional experience in a relevant field such as marketing, design, digital, social media, or communications
- Expertise with Microsoft Office (Word, PowerPoint, Excel), Google Suite (Gmail, Google Docs, Google Sheets, Google Slides), and Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- Proficiency with social platforms (Facebook, Instagram, LinkedIn, Twitter), content management platforms, and web and social media analytics
- Experience in project and program management
- Excellent communication skills, with experience writing proposals and crafting presentations
- Commitment to learning new software, digital tools, and social media platforms, and to staying abreast of current trends and best practices

## QUALIFICATIONS DESIRED

- Experience working in an agency or consulting environment
- Experience with institutional equity and diversity work

## SPECIAL POSITION REQUIREMENTS

- Attend relevant in-class activities and occasional evening and weekend academic events, informational events, family gatherings, or performances

**TO APPLY:** Please submit a resumé, cover letter, and examples of previous relevant work to [employment@hewittschool.org](mailto:employment@hewittschool.org). Please reference the job title in the subject line of your email. No phone calls, please. Recruitment will remain open until position is filled; applicants should apply as soon as possible for consideration.

## **IMPORTANT INFORMATION**

The successful candidate for this position must be able to provide employment references, successfully complete a post-offer background check (criminal background check and verification of education and prior employment), pass a fitness for duty examination by a licensed medical practitioner, and demonstrate legal work authorization to work in the United States.

The Hewitt School is an equal opportunity employer. It has been and will continue to be a fundamental policy of the school not to discriminate on the basis of any category prohibited by applicable federal, New York State and/or New York City laws/regulations. This policy applies to all aspects of the employment process, including hiring, promotion, demotion, compensation/benefits, performance evaluations, disciplinary actions, training, working conditions, layoff, and termination.