

**Communications Manager**  
**June 2019**

**Job Title:** Communications Manager

**Department:** Institutional Advancement

**Reports to:** Director of Strategic Marketing & Communications

**FLSA Status:** Exempt

**Position Status:** Full time, twelve months, benefited

**Employment Opportunity:**

The Communications Manager is responsible for the development and implementation of communications initiatives at Providence Day, specifically internal communications, social media, publications, and media relations. This position collaborates with the entire Institutional Advancement office and more specifically as a member of the Strategic Marketing & Communications team to deliver a brand-centric image of Providence Day to members of the school community, prospective families, the media, peer schools around the world, and the general public. The Communications Manager helps enhance the public perception of Providence Day as an innovative, global school. This position serves the entire PD community and requires a flexible collaborator, strategic thinker, proficient writer, and creative storyteller.

**Essential Duties and Responsibilities:**

1. Implement communications activities across the school's various outlets in alignment with mission, Head of School strategic vision, and key message points.
2. Write extensively for a variety of audiences and outlets, including both long- and short-form journalism. Collaborate with other departments, faculty, and students to identify and develop story ideas that serve the Providence Day and global communities.
3. Oversee, manage, and implement the production of print and electronic publications at Providence Day, including the *Providence Day Magazine*, the annual *Report on Philanthropy*, and several e-newsletters for parents, faculty/staff, students, and other constituents.
4. Create and execute a comprehensive social media strategy that is fully integrated with other communications efforts at PDS. Manage the day-to-day activities of the school's official social media channels (Facebook, Instagram, Twitter, LinkedIn). Strategize ways to incorporate video storytelling.
5. Oversee the production of videos that tell the school's stories and enhance the website, social media, eblast communications, and other channels.
6. Monitor and incorporate emerging trends and best practices in social media, and leverage metrics and data analysis to drive strategy. Offer social media guidance and training to PDS staff and faculty, as appropriate.
7. In partnership with the Director of Strategic Marketing & Communications, develop media relations and publicity strategies for Providence Day. Establish and maintain positive

relationships with reporters and outlets with the goal of securing media coverage of the school, its students, faculty, and programs.

8. Provide communications support to campus-wide special events, hosted programs, student projects, and fundraising campaign activities.
9. Serve as a member of the Crisis Communications team, as necessary, in support of emergency messaging systems, media monitoring, and internal/external communications.
10. Support the launch and ongoing marketing of a Providence Day School podcast as an extension of our digital storytelling.
11. Engage in other duties as assigned by the Director of Strategic Marketing & Communications or the school's senior management.

**Qualifications and Skills:**

Bachelor's degree required, plus 5-7 years' experience in a related field. The ideal candidate will have multidisciplinary skills and experience, including:

- Extensive writing experience for a variety of audiences and media
- Expertise in strategic social media planning, implementation, and content generation
- Publications management and budgeting
- Data analytics and evaluation
- Media relations and publicity
- Familiarity with digital storytelling tools including videography, photography, and podcasting
- Familiarity with project management and project management software (Basecamp, Asana, etc.)
- Google apps, Adobe and Microsoft suite of products, iMovie or Final Cut Pro

**Salary and Benefits:**

Providence Day School is committed to attracting and retaining outstanding employees through a compensation plan that compares favorably with those of other independent schools both locally and nationwide. Individual salary levels are competitive and are determined by educational background and experience. A full benefits package includes TIAA retirement, medical/dental coverage, and more.

**Application Process:** Applicants should submit a cover letter of interest, current resume, two writing or publication samples, and a list of three references with telephone numbers and/or email addresses. Materials should be emailed to:

[PDS.communicationsmanager@providenceday.org](mailto:PDS.communicationsmanager@providenceday.org)

The position is open until filled. Providence Day School is an equal opportunity employer (EOE).