

Director of Marketing and Communications

(Full Time –Year Round)

Function:

The Director of Marketing and Communications manages Tilton’s brand, product, and promotional marketing efforts—and guides the organization in good practices for internal communications. A member of the school’s senior leadership team, the Director of Marketing and Communications reports to the Head of School.

Duties and Responsibilities:

- Develop and steward the Tilton brand in alignment with the school’s mission and responsive to market forces.
- Create and implement comprehensive brand, product, and promotional marketing strategies that drive admission, fundraising, and program success.
- Manage an internal marketing communications team which includes a Graphic Designer and a Photo/Video specialist (to be hired by the Director).
- Provide creative direction and project management for the development of publications, projects, and communications systems for the School, including:
 - Admissions catalog, rack cards, advertisements, and event materials
 - Fundraising materials including direct mail and event support
 - Parent communications including weekly newsletters and family weekend materials
 - Uniforms, premium merchandise, and athletics materials
 - Tiltonschool.org and its associated micro-sites
 - Day to day social media postings, event live-streaming, intranet postings, and coverage of campus events.
- Serve as the primary writer for externally focused marketing communications materials. Serve as editor and creative partner for Head-of-School-authored communications.
- Assist and guide other departments in developing high quality documentation such as the Student Handbook, Employee Handbook, Course Planning Materials, etc.
- Serve as the primary public relations and crisis communications manager for the School

Qualifications:

- Bachelor’s degree or equivalent professional experience.
- Three to five years working in for-profit marketing communications or in the leadership of an independent school communications department
- Excellent writing skills, across a variety of styles
- Excellent concepting, editing, and creative direction skills.
- Strong documentation and project management abilities.
- Strong technology skills: comfort with Adobe Creative Suite, comfort and skillset with photo/video capture/editing a plus. Wordpress experience a plus.
- Knowledge of direct mail, email, print, and digital communications toolsets—with an emphasis on website, inbound marketing, and social media

Benefits:

- Full-time, exempt, year-round position with comprehensive benefits including medical, dental, retirement, and paid time-off.
- On-campus housing is available.