



The
Frederick
Gunn
School

ASSOCIATE DIRECTOR OF DIGITAL MARKETING & CREATIVE DIRECTION

gogunn.org | Washington, CT

The Frederick Gunn School, founded in 1850, is a co-ed boarding and day school for students in grades 9-12 as well as a post-graduate year. Mr. Gunn had a deep appreciation for the natural world, believing that in nature students understand themselves as humans and their place in the world. He took a principled stand against slavery and spurred students (and the town at large) to examine their beliefs. In addition to the habits and skills students will need in college and life beyond, we teach them to follow Mr. Gunn's example: to cultivate wisdom, to be trailblazers, to act with conviction, and to value character as highly as intellect and achievement.

Position Summary

The Associate Director of Digital Marketing & Creative Direction is a 12-month position reporting to the Chief of Enrollment Strategy & Marketing. A successful candidate will be tremendously self-motivated and committed to boldly representing the school's brand messages in the digital marketplace. The candidate must demonstrate the following skillsets: 1) a strong background managing social media accounts; 2) a proven ability to develop and continuously evolve a sales-focused website; 3) a background developing and implementing digital marketing strategies; 4) a commitment to in-house video production; 5) a dedicated approach to overseeing the usage of the school's branding assets that is always consistent with official brand guidelines; and 6) an ability to lead the school's creative branding innovations, including design of merchandise for the School Store. The position requires a person capable and committed to day-to-day operations, while simultaneously embracing the spirit of contemplating longer-term strategic decisions.

Associate Director of Digital Marketing & Creative Direction

- Curate the school's social media strategies across multiple platforms.
- Maintain and advance the school's marketing messages on its website.
- Direct and enhance the school's digital presence – social, web and online marketing.
- Implement Search Engine Optimization (SEO) practices.
- Produce in-house video showcasing academic programs and student experiences.
- Strategically consider and manage the school's photography requirements.
- Oversee compliance with the school's Brand Standards.
- Lead the design of School Store apparel.
- Provide digital distribution of the school's newsletter publications.
- Assist other departments' marketing and branding needs.
- Manage outside vendors.
- Willingness to develop non-traditional marketing tactics such as a podcast.

Key Relationships

- Day-to-day interaction with the Chief of Enrollment Strategy & Marketing.



The
Frederick
Gunn
School

- Collaboration with the Associate Director of Marketing & Communications.
- Ongoing relationships with Admissions, Alumni & Development and Athletics.
- Flexibility to engage with other departments as needed.

Qualifications

- Relentless attention to detail.
- Passionate interest in developing storylines.
- Collaborative spirit to work with colleagues across campus.
- Customer service mindset that always contemplates the user experience.
- High energy and determination to thrive in a fast-paced environment.
- Ability to meet deadlines.
- Strong interpersonal and organizational skills.
- Willingness to initiate and create new ideas that enhance the team's work.
- Familiarity with boarding schools is preferred.
- Experience with Finalsite is preferred.
- Proficient knowledge of video editing platforms.
- Knowledgeable user of InDesign.
- Understanding of the Blackbaud platform.
- Capable project management that meets budgets and deadlines.
- Bachelor's degree is required.

Compensation and Benefits

The Associate Director of Digital Marketing & Creative Direction is a 12-month position that will report to the Chief of Enrollment Strategy & Marketing. Salary is competitive and commensurate with experience. Competitive benefits which include, but are not limited to: Medical and dental and life insurance, employer-sponsored retirement plan, vacation and sick time, tuition remission, and meals in the dining hall when school is in session. Housing may be available for a candidate qualified to participate in the school's residential life and athletics programs.

To Apply:

- Email cover letter, resume, and three professional references to dayd@frederickgunn.org.
- Candidates will be interviewed on a rolling basis until the position is filled.

Start date: The Frederick Gunn School intends to complete this search prior to the end of the 2021 calendar year. Preference will be given to applicants whose materials are received by November 8, 2021. The position will remain open until it is filled.

The Frederick Gunn School is an Equal Opportunity Employer. Except in cases of a bona fide occupational qualification or need, or except as otherwise permitted or required by law, The Frederick Gunn School does not discriminate against applicants for employment on the basis of race, color, religious creed, age, sex, marital status, pregnancy, sexual orientation,



The
Frederick
Gunn
School

national origin, ancestry, present or past history of mental disorder, intellectual disability, learning disability or physical disability, gender identity or expression, genetic information, or any other protected class status under applicable law with respect to hiring, compensation, promotion, discharge from employment or other terms and conditions of employment. Position announcements are intended to describe the general nature and level of work performed by employees assigned to the job title and the education and skills required. Descriptions are not intended to be a complete list of all responsibilities, duties and skills that are required or may be required in the future.

BACKGROUND SCREENING: The Frederick Gunn School conducts background checks on all job candidates upon acceptance of a contingent offer, which includes using a third-party administrator to conduct the checks.



The
Frederick
Gunn
School

Core Values

Integrated Humans

Thriving people learn to integrate the intellectual, the physical, the spiritual, and the emotional through an examination of the place of each, discernment about their relative role, and a commitment to balance and flourishing.

Hopeful Faculty

We prize faculty who believe resiliently, optimistically and with good humor in the students' and faculty's collective ability to grow and learn; know their discipline and practice, and understand character development. A faculty oriented around these principles will earn the confidence of students and create a place of purpose and fun where faculty and students want to be.

Learning Ecosystem

Thriving communities recognize the interdependent nature of their parts. Therefore, The Frederick Gunn School is a school that champions the interdisciplinary and inter-experiential nature of life and learning – one that incorporates the outdoors, athletics, and arts, as well as academics, into everyday life.

Moral Character Development

We are a school that nurtures Mr. Gunn's belief in character as the driving force in a life well-lived, and that character emerges through the intentional pursuit – in knowledge and practice – of what is good, right, true, sustainable, and beautiful.

Engaged Citizens

The Frederick Gunn School is a school that, despite growing cultural apathy, cynicism, consumerism and distraction, produces people who care deeply – who become wise, engaged, active citizens.