



CANTERBURY SCHOOL

Creative Director Position Description

Summary

Canterbury School, a college preparatory, coeducational boarding and day high school located in New Milford, CT, seeks a gifted visual storyteller to join its Marketing & Communications team.

Reporting to the Director of Marketing & Communications, the Creative Director will develop and execute compelling visual solutions to convey and elevate Canterbury's brand identity as well as support the strategic priorities of the School. The selected candidate will conceptualize, create, and implement all original graphic design and creative assets across digital and print communications channels. Additionally, the Creative Director will manage the visual elements, style, and organization of the School website and will play an integral role in the development of high-quality inbound and external marketing campaigns. This is a full-time, 12-month, exempt staff position.

Responsibilities

- Execute the creative vision for Canterbury's brand by working closely with the Director of Marketing & Communications to bring ideas to life through a wide variety of creative assets
- Design print, digital, and website publications and coordinate final delivery of materials for upload/print
- Develop new design concepts, graphics, and layouts in support of Advancement and Admissions projects
- Elevate the brand experience by managing the creative direction and hands-on production, design, and maintenance of the Canterbury School website and communications projects
- Make daily updates to add, edit, and keep current website imagery, video files, and text
- Manage extensive library of visual assets including photos, logos, infographics, and icons
- Assist in the development and production of inbound marketing campaigns, managing the design and execution of eblasts, landing pages, and forms
- Assist with web and digital quality control, such as user experience improvements, imagery, and font selection, copyediting, and other projects as assigned by the Director
- Create and execute content into landing pages, emails, and web pages
- Design print materials including but not limited to brochures, advertisements, posters/flyers, postcards, and invitations using the Adobe Creative Suite

- Design and update multi-page publications, including PALLIUM (School magazine), Academic Guide, Annual Report, and other documents
- Ensure all designed products meet the branding guidelines and style of Canterbury School
- Assist with social media marketing
- Other duties as assigned by the Director of Marketing & Communications

Position Requirements

- A Bachelor's degree in Design, Illustration, Visual Communications, or Digital Media.
- 5+ years of graphic design and publications experience with proven project management skills; strong working knowledge of printing, publishing, and/or graphics art procedures
- A robust design portfolio
- Proficient in design tools and technologies, such as Adobe Creative Cloud (Photoshop, InDesign, Illustrator, After Effects, etc.).
- Working knowledge of HTML, CSS, or WordPress; experience with FinalSite content management system (CMS) strongly preferred
- Experience with standard office software such as Microsoft Word, Microsoft Excel, and Microsoft PowerPoint.
- Demonstrated use of photography, videography, and infographics
- Self-motivated with excellent work ethic, positive attitude, attention to detail, and the ability to manage multiple projects on deadline
- Strong understanding of the existing and changing digital and web landscape
- Ability to work independently and also collaborate in team environments
- Attendance at/coverage of select evening and weekend events is required

Interested candidates should provide a resume, cover letter, **and a minimum of three (3) original graphic design samples** to Jennifer Loprinzo, Director of Marketing & Communications, at jloprinzo@cbury.org or 101 Aspetuck Avenue, New Milford, CT 06776. A full portfolio review is expected during the interview process. **Applications without design samples will not be considered.**

Canterbury School, in the treatment of employees and applicants for employment, is committed to a policy of equal opportunity and non-discrimination. To learn more about Canterbury's efforts to maintain a diverse and inclusive community, please visit our website at www.cbury.org/about/dei. Finally, Canterbury complies with all federal and state guidelines regarding COVID-19 prevention, including the Connecticut state mandate that all employees of K-12 schools be fully vaccinated against the COVID-19 virus. This mandate is subject to medical and religious exemptions.