



The Village School of Naples continues to grow and is accepting resumes for a Director of Communications & Marketing for the 2022-2023 School Year. The Village School values inquiry-based, student-centered learning aimed to empower and inspire students to create solutions to challenges faced in an ever-changing world.

The Director Communication & Marketing works closely with the Head of School, Director of Development, the Admissions team, and other internal and external partners. The position will manage multiple projects at once, be comfortable balancing deadlines, and have the ability to work independently in a welcoming environment. He or she will proactively prioritize leadership requests and ensure the team has the support it needs.

The Director will develop, and be responsible for, executing The Village School's marketing communications plan, which supports admissions and development events and priorities both internally and externally.

The Director will drive awareness, participation, and brand recognition of The Village School, both on and off-campus, in support of reputation and brand management, student recruitment, media awareness, and audience building.

#### **DUTIES AND RESPONSIBILITIES:**

- Collaborate with departments in articulating their purpose and ongoing work. This includes the Head of School, Development, Admissions, Academic Divisions, Athletics, Performing Arts, and Technology.
- Develops a communication calendar, ensuring any messaging or touchpoints to students and other constituents are coordinated across the School, to maximize the impact of the content.
- Identifies opportunities to enhance outreach to internal and external constituents.
- In collaboration with leadership, develops and disseminates policies and procedures for the web, social media, and other electronic communication channels.
- Participates in the development of relevant TVS communication policies, procedures, and protocols and ensures TVS faculty and staff are educated about, and adhere to, this information.
- Keep the website functional and responsive, ensuring a best-in-class site by optimizing all aspects for SEO.
- Proactively review the site to confirm images, videos, copy, etc. is working properly, are optimized, and perform well from a data standpoint.
- Serve as the point person for email marketing and communication.
- Develop Social Media Monthly Campaigns.
- Ensure brand and messaging quality and consistency and establish guidelines to apply across all departments, activities, and events at the school and among professional and volunteer leadership.
- In collaboration with the Head of School and the Director of Enrollment Management, design strategies and implement concrete plans to increase student applications and maintain prospective student and family interest.

- In collaboration with the Head of School and Director of Development, design strategies and implement concrete plans to capitalize on increased visibility and clear branding of the school to drive increased contributed revenue.
- Plan for and deploy digital activities: website, online campaigns, email marketing, social media, and digital content production.
- Plan and manage the department budget in order to maximize the effectiveness of all communications. This includes bidding out the production of materials when appropriate to outside vendors.
- Create and execute a plan that regularly places the school in local media. Manage all messaging in the media.
- Other duties as assigned or needed.

**QUALIFICATIONS:**

- BA/BS degree from an accredited college or university in a field related to marketing and communications; Master’s degree preferred
- Three to five years of experience in marketing and communications, preferably in an independent school or other non-profit organization.
- Outstanding speaking, writing, and editing skills.
- Deep knowledge of the principles of marketing and communications and fluency in using social media effectively.
- Demonstrated success in bringing regular, positive media attention to an organization.
- Demonstrated success in managing multiple projects with shifting priorities and competing deadlines.

Equal Employment Opportunity Employer

The Village School is an independent school that respects, embraces, and celebrates diversity in its curriculum, student body, and staff. The Village School does not discriminate on the basis of race, gender, sexual orientation, gender identity, color, age, protected veteran status, national or ethnic origin, the presence of any sensory, mental, or physical disability, or any other status protected by applicable law, in the admission of students or in the administration of its educational program.

**The Village School**

[The Village School of Naples](https://www.villageschoolnaples.org) is a private 3-yr old through 12th-grade college preparatory school located in Naples, Florida. As the first independent STEAM school in Collier County, TVS is dedicated to the pursuit of excellence in academics, technology, athletics, and the arts. TVS is devoted to the development of the whole child. Christian values guide a diverse TVS student body and prepare them with confidence and wisdom for what lies ahead. TVS added an Upper School in 2016 and had its first graduating class in 2020. The Village School of Naples is accredited by the Florida Council of Independent Schools and the National Association of Independent Schools.

**Application Instructions:**

Submit your application, resume, and cover letter online by visiting our [Job Openings](#) page directly or visiting our website at: <https://www.villageschoolnaples.org/about/career-opportunities>