



The Village School of Naples continues to grow and is accepting resumes for a Communications Coordinator 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 Communications Coordinator reports to the Director of Communications & Marketing. The position will manage multiple projects at once, be comfortable balancing deadlines, and have the ability to work independently in a welcoming environment.

The Communications Coordinator will assist in executing The Village School's marketing communications plan, which supports admissions and development events and priorities both internally and externally with a specific focus on updating and creating website content, managing social media activity, writing and editing e-newsletters. As a content curator and creator, this position requires copywriting and editing abilities; creative and reliable project management, as well as story-mining and research.

The Communications Coordinator will assist with 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.

#### **RESPONSIBILITIES:**

- Administers The Village School (“TVS”) communication systems and processes.
- Manages web, social media, and other electronic communications channels and projects to promote TVS to internal and external audiences.
- Ensure messaging is effectively and consistently conveyed to students, alumni, faculty, staff, parents, employers, and other stakeholders.
- Collect and prioritize internal communication requests for various forms of promotion and present them in an organized and timely manner
- Help collect, coordinate, and distribute weekly e-newsletters and other information to internal/external audiences via existing email marketing templates
- Offer high-quality customer service to current and potential school families and stakeholders
- Execute social media campaigns
- Manage website design and aesthetics, functionality, content, and navigation.
- Convert written, graphic, audio, and video components to compatible Web formats by using software designed to facilitate the creation of web and multimedia content
- Update the website with provided messaging and imagery as needed
- Translate organizational needs into functional and interactive web pages to engage a larger audience
- Perform other duties as assigned or needed

#### **QUALIFICATIONS:**

- Bachelor's degree in communications, marketing or public relations required; APR accreditation or trade affiliations.
- Preference is given to those with 1 year of experience in admissions/enrollment management or enrollment marketing, public relations, social media marketing or media relations experience.
- Self-starter capable of working independently with a strong work ethic and partnering collaboratively with diverse teams.
- Excellent attention to detail, creative thinking, visual skills, and organization abilities.
- Ability to successfully manage multiple tasks, projects, and responsibilities.
- Understanding a variety of audiences and demographics.
- Possess demonstrated listening and communication skills and a strong command of the English language; a proven record of excellent verbal and written communication skills.
- Ability to deal with difficult situations in a professional manner.
- Ability to role model Christ skills and support the school's Christian environment.
- Knowledge of Google applications.
- Ability to create print materials using Adobe Creative Suite/Cloud, Photoshop, InDesign, or other comparable layout software.
- Experience in Final Cut Pro or comparable video editing software.
- Understanding of the education/independent schools industry preferred.
- Physically, the position requires sitting, walking, standing, crawling, and the ability to lift up to 10 lbs. without assistance.

**Equal 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 admits students of any race, color, religion, and ethnic origin to all the rights, privileges, programs, and activities generally accorded or made available to students at the school. It does not discriminate on the basis of race, color, national and ethnic origin in administration of its education policies, scholarships and loan programs, and athletic and other school administered programs.

**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>