



**Director of Communications & Engagement  
2022-2023**

**Position Description:**

The Director of Communications & Engagement is responsible for establishing a strategic approach to communications and engagement across all constituencies, including parents, grandparents, friends, alumni and the greater community. The Advancement Team consists of three staff members inclusive of this position: Director of Advancement, Director of Communications & Engagement and Advancement Coordinator. This is a leadership position that serves on the Senior Admin Team, working to advance strategic initiatives at the school. The Director of Communications & Engagement reports to the Director of Advancement.

**Communications & Marketing**

- Create, implement, and continually refine a strategic communications plan
- Coordinate all internal and external communications and marketing efforts across the organization including the family portal/learning management system, website, social media, admissions outreach, advertisements, newsletters, school calendar, school updates, etc.
- Communicate about the school with those who have a stake in its success, including community members, business leaders, the press, and others
- Promote a rich and meaningful understanding of the school's mission, culture, and values
- Identify emerging marketing strategies, test effectiveness, and report on results
- Oversee photography/videography at all major school events and maintain the school's archives
- Update and maintain the school website
- Oversee all school publications, digital and print, from inception to delivery
- Manage content production of the school's social media outlets
- Write and edit articles for publication in school communications and website
- Provide or coordinate graphic design and video production
- Oversee the production of the school's annual yearbook
- Edit and proofread school communications and publications
- Write press releases, maintain relationships with local media, and pitch stories as needed
- Ensure the school's editorial and graphic standards are consistent and aligned with guidelines in the school's marketing and communications plan
- Manage all crisis and emergency notifications. Maintain an effective crisis communications plan

- Work closely with the Director of Admission to promote or market the institution to prospective families and manage the marketing activities of the school
- Work with the Family Association leadership to coordinate and deliver communications
- Create all community-wide emails including covid-updates, state of the school updates, etc.
- Collaborate with the Advancement Team to oversee, coordinate and execute major school events such as Grandfriends Day
- Maintain and oversee all branding for spirit wear
- Identify emerging marketing strategies, test their effectiveness and report on their results.
- Plan joint efforts to raise visibility of independent schools generally and to work on specific school-based marketing issues.

#### **Community Engagement & Events:**

- Plan, organize, and implement annual events such as Grandfriends Day, 20th anniversary events, etc
- Serve as a liaison between the school and the Family Association.
- Serve as the administrative lead / organizer of the school's Education Series

#### **Administrative Duties**

- Oversee staff and volunteer efforts to carry out the activities of the above areas of the school.
- Support the school and its leadership.
- Represent the school at gatherings and events.

#### **Leadership**

- Co-Lead the Board of Trustees Community Engagement committee with the Director of Advancement
- Serve as a member of the Crisis Management Team and oversee crisis communications; assist with operational response to crises.
- Support the Head of School and perform other duties as assigned.