

# LINCOLN SCHOOL

## P R O V I D E N C E

### **Director of Marketing and Strategic Communication**

Lincoln School, founded in 1884, is an independent Early Childhood–Grade 12 Quaker school for girls in Providence, Rhode Island, with a co-ed Little School program. We are currently seeking a Director of Marketing and Strategic Communication with an ideal start date of December 1, 2022.

This 12-month, full-time role is an excellent opportunity for an innovative professional who enjoys thinking strategically and working collaboratively, and is compelled by our mission to “educate girls to fearlessly embrace the opportunities and responsibilities of full citizenship in a complex world.” Reporting to the Head of School, the Director crafts and implements the school’s strategic communications and marketing vision, and works across divisions and departments to advance the school’s institutional goals and mission.

The ideal candidate has experience in marketing and communications, preferably in a school setting, and is excited by the opportunity to engage in high-level conversations with the senior leadership team about how to advance the school’s strategic priorities and promote its value proposition to an internal and external audience. The strongest candidates will demonstrate superb communication and project management skills, as well as an understanding of how to build brand recognition, engagement, and loyalty through storytelling and experiential marketing. Candidates should be able to demonstrate experience leveraging a broad range of skills with a high degree of initiative and managing a variety of responsibilities in a fast-paced environment.

#### **Description of responsibilities:**

- Create and implement a comprehensive, strategic marketing plan to build brand advancement and brand recognition that results in positive net promoter, enrollment, and fundraising metrics for the school.
- Lead and manage the Communications department that is charged with advancing the school’s strategic initiatives related to enrollment, community engagement, and student experience.
- Develop and manage the departmental budget to optimize investment in external vendors, digital, and print assets.
- Oversee creation and implementation of content calendar to promote brand awareness across digital channels on a daily basis.
- Manage the school’s website to ensure it delivers current, mission-aligned content.
- Work with stakeholders to ensure that all school communications and related materials are clear, informative, mission-aligned, supportive of institutional goals and priorities, and adhere to agreed upon style guidelines.
- Collaborate with and support Advancement and Admissions departments in their communications effort, including publications, letters, and other outreach materials; oversee and manage professional photography and videography needs to support these departments.
- In coordination with the Head of School and Emergency Response Team, develop and continually adapt crisis response protocols and work with stakeholders to produce and distribute crisis-related communications when needed.

- Serve as the school's spokesperson and media liaison.

### **Skills and competencies**

- Bachelor's Degree required; Advanced degree preferred.
- 5-10 years working experience in communications and marketing, preferably in an educational setting.
- Exceptional visual, verbal, and written communication skills. Excellent writing, editing, and proofreading skills are essential, with a talent for storytelling being key.
- Strong interpersonal skills, ability to make people feel valued and motivated while accomplishing difficult tasks.
- Flexibility in the face of rapid change and ability to quickly and strategically reprioritize.
- Excellent project management and organizational skills, including the ability to manage multiple and competing priorities and meet deadlines.
- Understanding of digital marketing principles and an ability to interpret and leverage data related to marketing, communications, and advertising.
- Competency in budget management and prioritization. Experience selecting and contracting with vendors.
- Knowledge of current technology as related to marketing and social media trends and the ability and desire to learn emerging technologies is critical.
- Public speaking skills and comfort working with groups, small and large.
- Understanding of discretion and confidentiality with highly sensitive information.
- Willingness to work outside the regular school day when needed.
- Appreciation for the educational process and ability to engage student audiences.
- A deep commitment to and familiarity with, diversity, equity, inclusion, and belonging.
- A positive attitude with a willingness to collaborate with a dedicated team.

*Interested candidates should send a resume, cover letter, and a list of 3-5 references to Julie Stafford, Human Resources Manager at [jstafford@lincolnschool.org](mailto:jstafford@lincolnschool.org). Lincoln School is committed to building an equitable and inclusive educational community. Applicants are requested to address in their cover letter how they will work with us to further this goal.*

For more information on Lincoln School, visit our website at [www.lincolnschool.org](http://www.lincolnschool.org).

*Lincoln School is an Equal Opportunity/Affirmative Action Employer. Members of groups historically underrepresented in independent schools are strongly encouraged to apply.*