



Job Description: Associate Director of Marketing and Content Creation

Accountability: The Associate Director of Marketing and Content Creation reports directly to the Director of Development.

Nature of Position: The Associate Director of Marketing and Content Creation will work to promote Thornton Academy in the local and international media, produce stories and video content to be published regularly, advertise school events and community opportunities, and increase overall brand awareness in the marketplace. This position will be a primary contributor to meeting the goal of maintaining sustainable enrollment at the school and elevating the TA brand.

Job Requirements:

1. Stellar communication skills (verbal and written)
2. Collaborative “team player” attitude, with equal ability to serve as team leader or team member
3. Willingness to maintain a flexible work schedule, including availability to work longer hours during the week and on weekends as needed
4. Comfortable using technology, and learning new skills and tools
5. Ability to produce high-end video content supporting the school’s mission, advancement, and athletics
6. Experience developing comprehensive marketing strategies (digital and print) and evaluating impact using analytics

Responsibilities - Tasks and responsibilities in this position may include but are not be limited to:

1. Promotes TA academic and athletic programs to wide audiences through video, written content, and social media channels
2. Serves as the primary correspondent for TA athletic activities
3. With Associate Director of Communications, develops and oversees annual content calendar, style guide, and department budget
4. Develops and maintains excellent relationships with faculty and staff to discover and publicize activities and events around the school
5. Manages school’s social media presence - Facebook, Instagram, LinkedIn, TikTok

6. Provides video and livestream coverage of school-wide events and produces video as needed for senior administration, admissions, and development
7. Maintains the official TA YouTube channel including uploads and studying/reporting on analytics
8. Creates copy and art for marketing and promotional materials for print, online, and radio in support of development and admissions efforts
9. In collaboration with the Advancement Team, develops a strategic master plan for development, admissions marketing, and event promotions and directs execution of the plan across all platforms
10. Manage print and digital projects, including developing and updating schedules, ensuring material deadlines are met

Qualifications -

- A bachelor's degree in marketing, communications, graphic design, a related field or a combination of education and experience from which comparable knowledge and skills are acquired
- Valid Maine driver's license with a clean driving record
- Current Criminal History Records Check (required by Maine law)

Required Application Process

All those interested in applying must submit:

- School application form ("Non-Instructional," available at www.thorntonacademy.org careers page)
- Letter of interest
- List of three references with contact information

Please include "Applicant: Associate Director of Marketing and Content Creation" in the subject line. If electronic submission is not possible, materials may be mailed or delivered to:
Lisa Estabrook

Thornton Academy, 438 Main Street, Saco ME 04072

The Thornton Academy Board of Trustees has adopted a non-discrimination policy. Thornton Academy considers all applicants without regard to race, age, color, ancestry or national origin, religion, gender, gender identification, sexual orientation, physical or mental disability, marital, veteran, or any other legally protected status.