**Creative Director/Graphic Designer/Video Editor**

**Position Description**

**Job Summary**
Canterbury School, a college preparatory, coeducational boarding and day high school in New Milford, CT, seeks a gifted visual storyteller to join its Marketing & Communications team.

Reporting to the Director of Marketing & Communications, the Creative Director will develop and execute compelling visual solutions to convey and elevate Canterbury’s brand identity as well as support the strategic priorities of the School. The selected candidate will conceptualize, create, and implement all original graphic design and creative assets across digital and print communications channels. Equally, the Creative Director will lead the production of diverse video content that aligns with the school's communication goals. The role also includes managing the aesthetic and functional aspects of the school's website, as well as orchestrating impactful social media marketing campaigns. This position demands a proactive and creative approach to visual communication, with a balanced focus on both graphic design and video production as pivotal elements of the school’s outreach strategy.

**Essential Duties and Responsibilities**

- Initiate and implement creative visual strategies that align with Canterbury’s branding and communication objectives.
- Design engaging graphics and visual content for digital and print media, maintaining brand consistency across all platforms. Develop innovative layouts, infographics, and promotional materials that communicate effectively with our target audiences and are consistent with brand guidelines.
- Conceptualize, shoot, and edit video content, including promotional videos and short, same-day videos for social media. Incorporate motion graphics to enhance video projects, ensuring high-quality production values align with our messaging goals. Manage the entire post-production process, including editing, color correction, audio mixing, and adding graphics or effects.
- Develop and execute a strategic social media plan that increases engagement and brand awareness. Lead the school’s social media strategy, creating and curating content that fosters engagement and accurately represents Canterbury’s unique value proposition. Schedule
posts, interact with followers, and use analytics to drive content improvements and strategy adjustments.

- Oversee the design, functionality, and multimedia content of the school’s website, ensuring it serves as an effective hub for information and engagement. Work collaboratively with IT and web development teams to optimize user experience, enhance SEO, and maintain up-to-date content.
- Work closely with the marketing, admissions, advancement, and alumni relations teams to support and amplify their initiatives through effective visual storytelling and targeted communications.
- Lead projects from concept through execution, managing timelines, prioritizing time-sensitive requests, and coordinating with external vendors as needed.
- Participate in brainstorming sessions and contribute creative ideas for new projects and campaigns.
- Stay current with the latest design trends, tools, and techniques to keep content fresh and cutting-edge.

**Qualifications**

- A Bachelor’s degree in Design, Illustration, Visual Communications, or Digital Media.
- Minimum of 3 years experience in graphic design, video editing, and digital content creation, preferably in an educational or non-profit setting.
- Proficient with Adobe Creative Suite (InDesign, Illustrator, Photoshop, After Effects, Premiere Pro) and familiar with content management systems and web development platforms. Prior experience with Finalsite CMS a plus.
- Strong experience with social media management and strategy, as well as SEO best practices.
- Excellent organizational skills, with the ability to manage multiple projects simultaneously and meet tight deadlines.
- Creative thinker with a strong portfolio showcasing a range of visual and multimedia projects.
- Demonstrated use of photography, videography, and infographics.
- Self-motivated with excellent work ethic, positive attitude, attention to detail, and the ability to manage multiple projects on deadline.
- Ability to work independently and also collaborate in team environments.
- Attendance at/coverage of select evening and weekend events is required.

**Work Schedule**

This is a full-time, 12-month, staff position. While the typical expectation is a Monday through Friday work week, there is an understanding that this position may require occasional evening or weekend work due to the nature of the role and the School cycle. This position is also required to
have a full-time presence on campus; however, there are circumstances when the option to work remotely exists.

**To Apply**

Interested candidates should provide a resume, cover letter, and a minimum of three (3) original design and video samples to Jennifer Loprinzo, Director of Marketing & Communications, at jloprinzo@cbury.org or 101 Aspetuck Avenue, New Milford, CT 06776. A full portfolio review is expected during the interview process. Applications without samples will not be considered.

Salary and position title are dependent upon experience and qualifications. Canterbury School offers a comprehensive benefits package that includes health, dental, vision, life insurance, retirement match, professional development opportunities, and meals when school is in session.

All employment is contingent upon successful completion of a criminal background check.

*Canterbury School, in the treatment of employees and applicants for employment, is committed to a policy of equal opportunity and non-discrimination. To learn more about Canterbury’s efforts to maintain a diverse and inclusive community, please visit our website at [www.cbury.org/about/dei](http://www.cbury.org/about/dei).*