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

The Director of Digital Marketing is a newly created role reporting to the Director of Marketing & Communications (MarCom) and is responsible for creating and managing Canterbury’s dynamic online presence. Specifically, this position will steward the School’s brand strategy through the web, social media, and email communication channels in service of the School’s enrollment and advancement goals. This position will collaborate closely with the Director of MarCom to ensure brand and message alignment, while also building relationships with Canterbury’s faculty, staff, and students to source and adapt compelling storytelling assets for distribution on our digital platforms. Essential strategies employed will include search engine optimization (SEO), search engine marketing (SEM), social media campaigns, email marketing, and targeted audience engagement to propel the school's strategic goals forward. This role is also responsible for analyzing the effectiveness of digital marketing initiatives and using these insights to optimize the broader marketing strategy. The position requires the highest levels of organization, attention to detail, creativity and communication skills, and, most importantly, an untiring commitment to amplifying Canterbury’s mission and brand.

Essential Duties and Responsibilities

● In collaboration with the MarComTeam, develop, execute, and optimize comprehensive digital marketing strategies focused on brand awareness and target audience engagement.

● Track and analyze key performance indicators (KPIs) such as website traffic, conversion rates, engagement metrics, and ROI to measure the effectiveness of digital marketing campaigns.

● Apply insights from analytics to content strategy, ensuring we produce and deliver the most relevant and compelling content for our target audiences.

● Develop and execute a comprehensive social media strategy to enhance engagement and reach across platforms such as Facebook, Instagram, TikTok, and LinkedIn.

● Manage day-to-day social media activities, including scheduling posts, responding to comments, and interacting with the community to foster relationships.

● Analyze social media performance and adapt strategies based on data insights to optimize engagement and effectiveness.
• Provide strategic oversight and daily management of the School’s website, including content/page creation and routine maintenance to ensure online content is accurate, timely, intuitive, engaging, and optimized for user experience.
• Manage all digital marketing channels and ensure brand consistency across these channels (e.g., SEO, PPC, email, social media).
• Create compelling content tailored to different customer journey stages for various digital channels, including websites, social media, email marketing, and digital advertising.
• Manage lifecycle email marketing day-to-day, supporting the goals of our Admission and Advancement offices.

Qualifications
• Bachelor’s degree in marketing, communications, digital media, or related field.
• Minimum of 3 years of relevant experience in digital marketing, with a proven track record of developing and executing successful digital marketing campaigns.
• Expertise in digital marketing channels and tactics, including SEO, SEM, social media, email marketing, content marketing, and digital advertising.
• Strong analytical skills and proficiency in data analysis tools and platforms to track and measure campaign performance.
• Excellent copywriting skills, with the ability to craft compelling content and effectively engage with target audiences across digital channels.
• Proven technology skills and facility with web content management systems (Finalsite experience a plus), social media platforms, and web analytics tools like Google Analytics.
• Working knowledge of Adobe Creative Suite (InDesign, Photoshop, Premiere Pro, After Effects), Canva, and Google Drive is highly desired.
• Photography and/or video production experience preferred.
• Meticulous attention to detail and accuracy.
• Ability to work autonomously, manage multiple projects, and execute high-quality, creative concepts with minimal instruction.
• Ability to work some nights and weekends as school events and deadlines require.

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 and cover letter to Jennifer Loprinzo, Director of Marketing & Communications, at jloprinzo@cbury.org or 101 Aspetuck Avenue, New Milford, CT
Work product samples and/or a portfolio review are expected during the interview process.

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.