



# INTERIM COMMUNICATIONS DIRECTOR



MARK  
DAY  
SCHOOL





## OUR MISSION

Innovative and full of heart, Mark Day School nurtures each child to pursue their curiosity, think critically, embrace challenge with courage and joy, and work in partnership with others to build more caring and inclusive communities.



# MARK DAY SCHOOL AT-A-GLANCE

Mark Day School is an independent, all-gender, K-8 school located in the Bay Area in San Rafael, CA, with an enrollment of 380 students. Innovative, inclusive, and full of heart, Mark Day School unites an enriched, challenging academic program with a kind and inclusive community. The school nurtures each child to pursue their curiosity, think critically, embrace challenge with courage and joy, and work in partnership with others to build more caring and inclusive communities. Students learn and practice the intellectual, social, and emotional skills they will apply to the unique challenges and opportunities of their time; graduates stand out not only for their intellectual curiosity and pursuit of ideas but also for their joy of learning and a deep sense of responsibility to be active, engaged citizens.

Mark Day School has established a consistent practice of thoughtful innovation in its curricular program, focusing on current century skills and concepts including four cross-disciplinary literacies: cross-cultural literacy, media and information literacy, eco-literacy, and social and emotional literacy. Highlights include the award-winning Media Literacy program; well-established local and global partnerships with the Hamilton School, Marin Head Start, eSibonisweni School and Kliptown Youth Program in South Africa, Beijing Experimental Primary School #2 in China, and Ren-Ai in Taiwan, among others; Boxlight and FrontRow technology in every classroom, with a one-to-one laptop program beginning in sixth grade; Mandarin and Spanish language beginning in kindergarten; an integrated Social and Emotional Learning program; a commitment to differentiation across the school; and more.

Mark Day School is a vibrant and diverse community, and all community members continue to work towards the furthering of an inclusive and supportive school. Mark Day School is an equal opportunity employer committed to excellence through diversity and multiculturalism. Mark Day School salary and benefits are very competitive by both NAIS and regional standards. For more information about Mark Day School, please visit our website ([www.markdayschool.org](http://www.markdayschool.org)).

**380 students K-8**

**20+ years average faculty experience**

**7:1 overall student:teacher ratio**

**40% students of color**

**4 global partnerships**

**2 languages taught K-8**

**25% of families pay below the top of the tuition index**



# INTERIM COMMUNICATIONS DIRECTOR

## EARLY/MID-NOVEMBER 2024 THROUGH LATE MARCH/ EARLY APRIL 2025

**SALARY:** PRO-RATED BASED ON A YEARLY SALARY OF \$100,000-\$120,000 (DE-PENDING ON EXPERIENCE)

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### **Position Description**

Using skills in marketing, strategic communications, and writing, the Interim Communications Director shapes and curates the school's brand via communications in both print and electronic media. The Interim Communications Director serves in an internal capacity, working with all departments in the school, as well as in an external capacity by creatively seeking ways to publicize and celebrate school programs and achievements to our community.

### **Reporting and Key Relationships**

The Communications Director will report to the Director of Development and Director of Admission and will collaborate with staff in those departments as well as other administrators, all faculty/staff, and the Head of School.

### **Branding and Marketing**

- Maintain the school's social media presence on Instagram, Facebook, Unrurl, and LinkedIn.
- Highlight the school's innovative programs and classroom activities to internal and external audiences, continuing to position the school as a leader in teaching and learning.
- Ensure consistent and uniform application of the school's look and tone across all print and electronic media. Maintain style guide. Ensure proper use by designers, faculty, volunteers, etc.
- Write and submit press releases as needed.

### **Publications & Marketing Materials**

- Serve as Executive Editor and Producer of the school's annual spring magazine, The Marker, through writing, editing, selecting and taking photographs, and working with faculty to submit stories. Over see the magazine designer.
- Support key fundraising and school initiatives through development of creative materials, including print, digital, and video.
- Oversee the design and production of materials in support of other school events and programs.

### **Website Management/Communication**

- Write and manage broadcast email traffic and content from administrators and other school personnel, editing as necessary for inclusive language and tone to support the school's mission and values.
- Oversee weekly Hip Pocket News e-newsletter (write, edit, manage translation process, and add graphics).
- Monitor analytics and SEO to maximize online presence.
- Maintain content on the school's website through text edits and photography updates (if needed).
- Serve as the primary contact for Finalsité; log technical support tickets and submit design requests.
- Coordinate with the Registrar to post important communications (including the Hip Pocket News) and documents on the Community Portal.

### **General**

- Work closely with outside vendors, including photographers, designers, printing firms, and consultants.
- Attend and participate in school events, as needed.
- Other duties include general administrative support as needed.
- Work hours are 8:00am to 4:00pm.

**READY TO APPLY?** Interested candidates should send a letter of interest and resume electronically as PDFs to Wendy Levine, [wlevine@markdayschool.org](mailto:wlevine@markdayschool.org), by September 9, 2024.