

St. Andrew's School *Opportunity Statement*



Director of Communications

IMMEDIATE HIRE

The St. Andrew's experience is an education premised on proximity, connection, and congregation.

- Head of School, Joy McGrath

A Look Into St. Andrew's School



St. Andrew's School develops the independence, character, mind, and spirit of its students to prepare them for lives of citizenship, service, and purpose. Be at the center of this mission by joining the school as its director of communications. All our students live, learn, and play in the natural beauty of our 2,200-acre campus. At the center of our community are curious, motivated, and diverse students who are accepted without regard to their families' means. Each young person is challenged and valued, and students are truly known by the life-long mentors who teach, coach, and advise them. Human connection, face to face, is the foundation of our program. Friendship and joy define our spirit; "faith and learning" is our motto.





Rooted in Connection

St. Andrew's is known for its unwavering commitment to accessibility for all students, where financial aid plays a vital role in promoting a robust, all-boarding learning environment. A great education consists of sustained and frequent encounters with new ideas, debate, and discussion, and the experience of St. Andrew's opens the minds of young people by asking them to live and learn with people who are different from them.

At its core, the school celebrates strong teacher-student connections, curiosity, academic resilience, and grit, maintaining its proud legacy as one of the best boarding schools in America.

This unique environment creates a powerful foundation for the incoming director of communications to amplify the school's mission through innovative and strategic storytelling.

St. Andrew's School at a Glance

Founded: 1929 | Grades: 9-12 | Students: 315 | Student-Teacher Ratio: 5:1
Average Class Size: 10 | Students of Color: 44% | International Students: 9%



Director of Communications

Position Summary

The **ideal candidate** will be a team leader who cultivates a nurturing and productive environment while valuing authenticity and substance over style. They will bring a well-read and deeply knowledgeable perspective to their work, along with exceptional storytelling and writing skills and the ability to create compelling, original content. With proven experience in crisis communications, this individual will excel in navigating challenges with confidence and clarity.

The **Director of Communications** will be a visionary and strategic thinker who is proactive, highly organized, and adept at managing tight deadlines. The candidate will work seamlessly within collaborative teams, trusting in and drawing upon the strengths of their colleagues. A passion for achievement and a drive to succeed will ensure the director of communications upholds St. Andrew School's legacy and leads with innovation and purpose, leveraging the timeless values of the school to build stronger bridges to audiences and stakeholders.

Responsibilities

■ **Strategic Leadership and Planning:**

Develop, implement, and regularly evaluate a comprehensive and data-informed marketing and communication plan aligned with the school's strategic goals and designed to deepen engagement with all constituents and enhance the school's reputation regionally, nationally, and internationally.

■ **Brand Management and Storytelling:**

Define, evolve, and ensure consistent and compelling branding and messaging across all platforms. Craft and oversee the creation of engaging content that articulates the school's unique story, values, and impact in personal and meaningful ways. Develop processes that ensure message discipline across offices, publications, and platforms.

■ **Content Creation and Oversight:**

Oversee the creation of high-quality written, visual, and multimedia content for a wide range of channels, including print publications, website, social media, email marketing, and media outreach. Write a significant portion of key institutional communications. Manage a dynamic group of employees and contractors working on projects and capturing content.

■ **Digital Strategy and Execution:**

Develop and implement a robust digital communication strategy, including website management (content, SEO, user experience), social media engagement, email marketing campaigns, and other emerging digital platforms to reach and engage target audiences effectively. Lead an overhaul of the school's website budgeted for the 2025-26 academic year.

■ **Media Relations:**

Develop and maintain relationships with media outlets and serve as a spokesperson for the school as needed. Manage all media inquiries and ensure consistent messaging.

■ **Internal Communications:**

Develop and execute effective internal communication strategies to keep faculty, staff, and students informed and engaged with school news, initiatives, and priorities.

■ **Collaboration and Support:**

Serve as a strategic communications partner to the Head of School, Office of Advancement, Office of Admission, Department of Athletics, and other key departments, providing guidance and support for their communication needs and ensuring alignment of messaging.



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■ **Team Leadership and Management:**

Manage, mentor, and evaluate a talented communications team (including writers, designers, and an associate director and alumni magazine editor), fostering a collaborative and high-performing environment. Set team goals, priorities, and timelines, and oversee the communications budget.

- **Data Analysis and Reporting:** Establish key performance indicators (KPIs) to measure the effectiveness of communication strategies and campaigns. Analyze data, generate reports, and use audience insights to inform future strategies and optimize communication efforts.

- **Crisis Communication:** Develop and implement crisis communication plans and serve as a key member of the crisis response team, ensuring timely and effective communication during challenging situations.

- **Training and Support:** Provide training and resources to other departments on communication best practices and brand guidelines to ensure consistent messaging across the school.

Qualifications

- Ability to understand and articulate the unique mission, values, and culture of a boarding school environment. A genuine love of learning, schools, and working with young people.
- Bachelor's degree.
- Minimum of 7 years of progressive experience in marketing and communications, brand management, digital strategy, and/or public relations, preferably within an educational setting, ideally a university or boarding school.
- At least 3 years of demonstrated experience in developing and executing successful strategic communication plans and achieving measurable results.

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- Exceptional writing, editing, and verbal communication skills, with a strong portfolio of work across multiple platforms.
- Proven experience of at least 3 years in managing a team, delegating, fostering collaboration, and overseeing a budget effectively.
- Strong understanding of digital marketing principles, including SEO, social media best practices, email marketing, and website management.
- Experience with data analytics and the ability to use data to inform communication strategies and measure impact.
- Excellent interpersonal and relationship-building skills, with the ability to work effectively with diverse constituents.
- Strong organizational and project management skills, with the ability to manage multiple priorities and meet deadlines.
- Experience with crisis communication planning and execution.
- Proficiency in relevant software and platforms (e.g., website content management systems, social media management tools, email marketing platforms, graphic design basics).



Physical Demands

- Sedentary work on a computer is performed in an office setting.
- Intermittent physical activity, including standing, kneeling, walking, bending, reaching, and lifting to 25 lbs.
- Environment subject to frequent interruptions, varying and unpredictable situations; some pressure due to multiple calls and inquiries.
- Business travel.



This job description is intended to describe the basic, critical elements of the job and should not be construed as an exhaustive list of all responsibilities, skills, efforts, or working conditions associated with the job.

How to Apply

St. Andrew's School has engaged Dovetailed to lead this search. Interested candidates should email a cover letter (addressed to Head of School, Joy McGrath), a resume, and a list of at least three professional references consolidated as a single PDF document to Lynda Hamilton-Kirk at lynda@dovetailedsourcing.com.

Please do not contact the school directly.

Conditions of Hire:

A thorough background check, inclusive of fingerprinting and Child Protection Registry Check, is required as a condition of employment. Applicant must complete satisfactory reference checks, confirmation of compliance with federal and state employment laws, and any other required condition of employment.



Accommodations are available for applicants with disabilities in all phases of the application and employment process. To request an auxiliary aid or service, please call (302) 285-4211. TDD users should call the Delaware Relay Service Number 1-800-232-5460 for assistance. St. Andrew's School is an equal opportunity employer. We welcome diverse candidates of all backgrounds, faiths, and persuasions and seek to foster an inclusive, welcoming community environment.

📍 Middletown, DE

Middletown is a thriving and fast-growing town in New Castle County, Delaware, offering a unique blend of small-town charm, suburban convenience, and access to both scenic countryside and major metropolitan areas. With a rich agricultural history, welcoming neighborhoods, and a rapidly expanding community, Middletown is a popular choice for families and professionals alike. Its location along the U.S. Located along the Route 301 corridor, Middletown offers easy driving access to Wilmington, Philadelphia, Baltimore, and beyond—all while maintaining the peaceful character of a close-knit community.

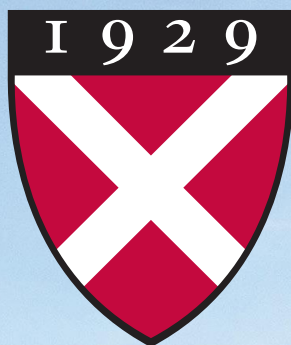
Highlights:

- Historic charm and modern growth
- Walkable downtown with local shops and dining
- Nearby farms, orchards, and scenic byways
- Abundant parks and outdoor recreation
- Growing economy and new developments



Driving Times to Popular Destinations





St. Andrew's School

350 Noxontown Road, Middletown DE 19709