CANTERBURY SCHOOL

Senior Writer & Content Strategist

Position Description

Summary:
Canterbury School, a college preparatory, coeducational boarding and day school located in New Milford, CT, seeks a gifted storyteller and creative content developer to join its Marketing and Communications team.

Reporting to the Director of Marketing & Communications, the Senior Writer & Content Strategist is a key partner in shaping Canterbury's voice and storytelling strategy. Beyond excellent writing and editing, this role requires editorial judgment, creative vision, and the ability to align content with institutional goals. Candidates should bring a high level of initiative, professional discernment, and the ability to translate complex ideas into compelling narratives that strengthen Canterbury's brand and reputation.

Success in this role will be measured by the quality, consistency, and strategic impact of produced content; increased engagement across channels; timely delivery of key publications; and the ability to elevate the voices of Canterbury's people and programs.

Essential Duties and Responsibilities:

- Serve as a strategic lead for Canterbury's editorial calendar, partnering closely with the Director of Marketing & Communications to ensure content supports brand positioning, enrollment goals, advancement efforts, and community engagement
- Collaborate with the Creative Director to align written content with visual storytelling, ensuring consistency across print, digital, and multimedia platforms
- Lead the development and production of *Pallium*, the School's alumni magazine, including substantive writing, editing, proofreading, layout review, and story package planning
- Manage the story development pipeline: proactively identify, vet, and prioritize story opportunities that align with institutional goals
- Interview alumni, faculty, and students for both print and digital storytelling
- Write and edit school-wide communications for external community audiences
- Develop and curate content for the School website and blog, with an emphasis on clarity, accuracy, and SEO best practices
- Collaborate with Advancement and Admission teams on targeted content creation and editorial support

- Create and review content for news stories, alumni and parent e-newsletters, marketing materials, video scripts, and social media
- Enforce brand and editorial consistency across platforms; update and maintain the School's editorial style guide
- Mentor and guide less experienced content creators across departments, helping to uphold quality standards and model best practices in editorial production

Key Qualifications:
- Bachelor's degree, preferably in communications, journalism, English, or a related field
- 5+ years of progressively responsible experience in writing, editing, and editorial production, ideally within an educational, nonprofit, publishing, or marketing/communications environment
- Magazine experience strongly preferred, including demonstrated ability to shape feature packages, profiles, and strategic messaging pieces
- Fluency in writing for multiple platforms and audiences; understanding of how to adapt content for web, email, and social media
- Meticulous attention to detail with excellent organizational and time-management skills
- Demonstrated ability to balance high-level strategy with daily content execution
- A deep respect for Canterbury's mission and values, along with a collaborative spirit and a commitment to excellence
- Strong proficiency in Google Workspace; willingness and ability to learn CMS and email platforms (e.g., Finalsite, Veracross, etc.)
- Availability to attend and cover select evening and weekend events

Interested Candidates:
Please submit the following materials to Jennifer Loprinzo, Director of Marketing & Communications, at **jloprinzo@cbury.org**:
- Resume
- Cover letter
- Three recent writing samples (required)

Candidates invited to interview should be prepared to present a portfolio that showcases a range of work, including profiles, feature writing, external communications, and digital content. Versatility across formats and audiences is strongly valued.

Compensation, Benefits, & Workplace Flexibility:
This full-time, 12-month staff position includes some hybrid flexibility, with regular on-campus presence expected to maintain strong connections with the School community and support effective collaboration with students, faculty, and staff.

Salary will be commensurate with experience and qualifications. Canterbury School offers a comprehensive benefits package that includes:

- Health, dental, vision, and life insurance
- Retirement plan with employer match
- Generous paid time off and holidays
- Meals when school is in session
- Access to professional development opportunities

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.