



Director of Communications

Department Departamento	Advancement
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Primary Purpose of the Position	<p>The Director of Communications is a member of the school's Advancement Team and is responsible for planning, developing, and implementing Graded's communications initiatives within a complex international school environment. The role advances the institution by shaping and stewarding Graded's institutional narrative; elevating visibility and reputation locally and internationally; supporting enrollment, fundraising, and hiring; strengthening engagement across a diverse, multicultural community; and promoting the school's mission, vision, and values.</p>
Main Duties and Responsibilities	<p>As a senior member of the Advancement Team, the Director of Communications serves as Graded's lead communications officer, overseeing a team of professionals and ensuring an integrated, strategic, and data-informed communications and marketing program across all platforms and audiences.</p> <p>Strategic Planning</p> <ul style="list-style-type: none"> • Develop and execute annual and long-term communications and marketing plans aligned with the school's mission and strategic priorities. • Establish goals, KPIs, and metrics to evaluate effectiveness and guide continuous improvement.

- Advise the Leadership Team on communications opportunities, reputational risks, emerging issues, and best practices.
- Provide regular updates to the Board's Development and Communications Committee in collaboration with its Chair and the Chief Advancement Officer.
- Monitor trends and innovations in communications, marketing, and international education to inform strategy.

Communications and External Relations

- Ensure consistent, clear, and mission-aligned messaging across all internal and external communications.
- Serve as a strategic advisor to the Chief Advancement Officer in their role as chief spokesperson, including messaging guidance and speechwriting.
- Oversee production of major institutional communications, including the Annual Report, *Graded Gazette*, newsletters, announcements, and key publications.
- Manage Graded's brand, ensuring alignment across print, digital, signage, and promotional materials.
- Lead crisis communications in partnership with the Senior Leadership Team.
- Maintain brand guidelines, tools, and templates, and ensure faculty and staff are trained to support consistent schoolwide communications.
- Represent the school at events, as appropriate, to strengthen relationships and visibility.

Marketing and Media

- Lead the development and execution of an integrated, data-informed marketing strategy that advances Graded's brand and institutional priorities.
- Oversee digital and print media strategies, including website content, social media, email

marketing, video storytelling, publications, and advertising.

- Ensure marketing efforts support enrollment, retention, community engagement, and institutional reputation.
- Analyze performance data and audience insights to refine messaging, optimize channels, and improve return on investment.
- Monitor market trends, competitor positioning, and engagement metrics to improve targeting and outreach.
- Maintain relationships with media, agencies, and vendors.

Enrollment, Advancement, and Recruitment Support

- Partner closely with Admissions to support enrollment growth through targeted campaigns, lead-generation strategies, and audience-specific communications.
- Ensure admissions materials and outreach align with Graded's overall brand, messaging framework, and strategic priorities.
- Collaborate with the Chief Advancement Officer to ensure communications support fundraising, alumni relations, and institutional development goals.
- Produce recruitment materials in support of leadership and faculty searches.

Crisis Communications and Reputational Management

- Develop, maintain, and regularly update crisis communication protocols and scenario-based messaging templates.
- Monitor public sentiment and media coverage, advising leadership on reputation management strategies.
- Ensure confidentiality and professional discretion in handling sensitive or time-critical information.

	<ul style="list-style-type: none"> • Serve as a long-term institutional steward, focused on strengthening reputation, engagement, and brand over time. <p>Community Engagement and Thought Leadership</p> <ul style="list-style-type: none"> • Develop communications strategies that deepen engagement with alumni, families, faculty, staff, and institutional partners locally and internationally. • Highlight community achievements, initiatives, and contributions through storytelling, campaigns, and events. • Cultivate opportunities to position Graded as a thought leader in international education and related fields. <p>Team Leadership and Management</p> <ul style="list-style-type: none"> • Lead, mentor, and evaluate a team of communications professionals and contractors (e.g., designers, writers, editors, photographers, videographers). • Establish clear workflows, standards, and quality controls to ensure timely, high-quality, and creative communications outputs. • Manage departmental budget, resources, and vendor relationships. • Foster a collaborative, professional, and growth-oriented team culture.
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Certifications and Education	Required / Necessários
	<ul style="list-style-type: none"> • Bachelor’s degree in Communications, Marketing, Journalism, Liberal Arts or related field.
	Desired / Desejáveis
	<ul style="list-style-type: none"> • Master’s degree in Communications, Marketing, Public Relations, Liberal Arts or related discipline.

	<ul style="list-style-type: none"> • Certification or training in digital marketing, branding, or crisis communications.
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Experience	Required / Necessários
	<ul style="list-style-type: none"> • Minimum of seven years of professional experience in communications, marketing, or public relations, with increasing responsibility. • Demonstrated success leading communications strategy, branding, and media relations. • Experience managing teams and overseeing multiple projects simultaneously.
	Desired / Desejáveis
	<ul style="list-style-type: none"> • Experience in educational institutions, nonprofits, or mission-driven organizations. • International experience or experience working in multicultural environments. • Crisis communications and reputation management experience.

Knowledge, Skills, and Abilities	Required / Necessários
	<ul style="list-style-type: none"> • Excellent written and oral communication skills in English, with strong visual communication abilities. • Proficiency with digital platforms, including CMS, email marketing tools, social media management systems, and analytics. • Strong leadership, collaboration, and stakeholder-management skills. • Ability to work effectively in a fast-paced, dynamic, and multicultural environment.
	Desired / Desejáveis
	<ul style="list-style-type: none"> • Knowledge of Portuguese • Knowledge of an additional language.

	<ul style="list-style-type: none"> ● Familiarity with international school contexts and communications needs. ● Understanding of the American educational system.
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<p>Personal Attributes</p>	<p>Required / Necessários</p>
	<ul style="list-style-type: none"> ● Professionalism, discretion, integrity, and sound judgment. ● High level of intercultural competence and global perspective. ● Creative and analytical, balancing compelling storytelling with data-informed decision-making and measurable results. ● Ability to perform under pressure and manage crises effectively. ● Ability to forge genuine relationships with a diverse group of stakeholders. ● Flexibility, adaptability, and resilience in a complex, dynamic environment. ● Willingness to work flexible hours, including evenings and weekends, as required.

Applicants must be legally authorized to work in Brazil. No visa support will be provided.

Interested candidates for this position should apply using [LinkedIn](#), by navigating to the Jobs section and searching for the listed position.