



## **POSITION POSTING DIRECTOR OF MARKETING & COMMUNICATIONS**

Starting July 1, 2026

### **OUR SCHOOL**

The Governor's Academy, the oldest boarding school in New England, inspires and engages inquisitive students in ninth through twelfth grade. Our 456-acre campus is located thirty miles north of Boston and five miles south of Newburyport, a classic New England coastal town. Gova has approximately 400 students and 200 employees.

Gova faculty and staff are committed to creating and cultivating an intentionally diverse and inclusive community that allows students to learn from each other's unique backgrounds and experiences, discover their passions, find and use their distinctive voices, and achieve academic and co-curricular excellence. We welcome applications from candidates of all backgrounds. Adults in our community are professionals who appreciate individuality, collaboration, and service to others— all so that we can go far together.

### **POSITION SUMMARY**

The Director of Marketing & Communications reports to the Dean of Strategic Enrollment & Marketing and is responsible for leading all marketing and communications activities for the Academy. The director will serve as a partner to the dean in ensuring all communications from the Academy are on-brand and aligned with our institutional strategic goals. The director is responsible for managing marketing tools, platforms, and databases to ensure the Academy can effectively understand, track, and reach all audiences; managing electronic newsletter content strategy, creation, and production; leading strategy for website, social media, and email content; managing outside content creators; overseeing the proofreading of all school communications; overseeing the school's print needs; and managing the school's survey program. In addition, this position assists with all aspects of the admission and recruitment process. Campus housing may or may not be available.

### **ESSENTIAL JOB DUTIES AND RESPONSIBILITIES**

#### **Marketing and Communications**

- Develop/manage marketing tools, platforms, and databases to ensure the academy can effectively understand, track, and reach all audiences
- Oversee and execute electronic newsletter content strategy, creation, and production (alumni, current parents, and prospective families)
- Lead strategy for website, social media, and email content
- Manage all outside freelance writers, designers, photographers, and videographers, including scheduling, planning, and executing photography and videography shoots
- Edit and oversee the proofreading of all school email communications; Write as assigned
- Oversee the school's print needs
- Oversee the school's survey program designed to collect information from students, parents, alumni, and employees to drive institutional improvement

## **Partnership with the Office of Admission**

- Conduct prospective student and family interviews
- Serve as a prospective family's primary point of contact; Cultivate a relationship with them
- Evaluate applicants' folders; Serve on admission committees
- Assist with in-person and virtual admission events
- Residential life and weekend duties, as assigned
- Serve as an advisor to current students
- Participate in one season of the Afternoon Program
- Write news stories or blog post
- Other duties as assigned

For the academic year 2026-2027, we have various openings in the afternoon program.

Openings Include:

Head Coach - Wrestling

Head Coach - Softball

JV Basketball, Girls and Boys

This is a full-time, exempt position with Administrative Faculty status.

## **QUALIFICATIONS**

Bachelor's degree required; 7-10 years of experience in institutional marketing, branding, or communications required; experience writing and editing print and digital content required; experience with mobile media production required; experience in an admission office preferred; experience managing a team preferred; experience in coaching and/or playing interscholastic athletics preferred; knowledge of independent and/or boarding school life preferred.

Must be a self-starter and work independently; must have strong organizational skills with a high attention to detail; must possess the ability to make decisions when ambiguity exists; must have excellent verbal and written communication skills; must be able to interact professionally and work collaboratively and collegially in a group setting; must be committed to working in a diverse community; must enjoy working with young people in a boarding school environment; must have a valid driver's license, and current passport, and successfully complete a CORI/fingerprinting check.

## **SALARY RANGE**

\$70,000 - \$85,000 annually. Please note that the quoted salary range is not a guarantee of what the final salary offer might be. Variables include years of work experience, industry-specific experience, education level, etc.

## **SUPERVISION RECEIVED**

This position reports to the Dean of Strategic Enrollment & Marketing

## **SUPERVISION OF OTHERS**

This position manages the Digital Marketing Manager/Assistant Director of Admission and the Director of Advancement Marketing & Communications.

## **PHYSICAL DEMANDS**

- Is capable of standing, bending, walking, and climbing stairs.
- Able to perform multiple tasks.

## **WORK ENVIRONMENT**

- The successful candidate will be flexible, enthusiastic, hardworking, and responsible, and will enjoy a very busy work environment in which they will meet many people on a daily basis.
- The Governor's Academy is a non-smoking campus.

To apply for the Director of Marketing and Communications position, please click [here](#).

## **STATEMENT OF SCHOOL VALUES**

As an educational community, the Academy has an administration, a faculty, and a student body committed to learning. We pursue this commitment in a dynamic environment that fosters lifelong intellectual independence, responsibility, teamwork, service, and respect for others. We are committed to creating and maintaining a diverse and inclusive community that is physically and emotionally healthy. In order to provide equal employment and advancement opportunities to all individuals, employment decisions at the Academy are based on merit, qualifications, and skills.

The Academy is committed to a policy of non-discrimination for all employees and qualified applicants and strives to promote equity in all areas of employment. The Academy is committed to ensuring that employment decisions are made without regard to race (including traits historically associated with race, such as protective hairstyles), color, sex, pregnancy, childbirth or related medical conditions, age, religion, national origin, ancestry, sexual orientation, gender identity, physical or mental disability, veteran status, military service, application for military service, genetic information, or any other characteristic protected by applicable law ("Protected Characteristics"). The Academy will make reasonable accommodations for qualified individuals with known disabilities, in accordance with applicable law.

This commitment is evident in all aspects of our employment practices and policies, including recruiting, hiring, selection, job assignment, promotion, compensation, discipline, termination, and access to benefits and training. Any employees or qualified applicants with questions or concerns about any type of discrimination in the workplace are encouraged to bring these issues to the attention of their immediate supervisor or the Human Resources Office. Employees can raise concerns and make reports without fear of reprisal.

Retaliation against an individual for making a good-faith report of discrimination is unlawful and is strictly prohibited by the Academy. Anyone found to be engaging in any type of unlawful discrimination or retaliation in violation of this policy will be subject to disciplinary action, up to and including termination of employment.

April 2026