

DIRECTOR OF COMMUNICATIONS

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 school-wide structural approaches to develop 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 Ritter Center Adopt-A-Family, Vivalon, eSibonisweni School and Kliptown Youth Program in South Africa, Beijing Experimental Primary School #2 in China, and RenAi School in Taiwan, among others; interactive whiteboard and soundfield 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).

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





DIRECTOR OF COMMUNICATIONS

FULL TIME

COMPENSATION: $125,000-$145,000, depending on experience.

The Director of Communications positions and curates the school's brand via communication through both digital and print channels. The role reports directly to the Head of School and partners closely with the Director of Admission and Director of Development to steward Mark Day's brand, institutional voice, and market presence. As a member of the Administrative Team, the Director of Communications leads communications and marketing for the school in support of enrollment, advancement, and strategic priorities, and executes the messaging framework across audiences and platforms. The role holds the whole-school view of how Mark Day presents itself, advising the Head of School and Administrative Team on message and positioning, and carrying the school's public-facing work from strategy through production.

Communications

- Develop and maintain an integrated communications plan and editorial calendar that ensures timely, consistent, and coordinated messaging across platforms and audiences.
- Manage, write, and edit content from administrators, teachers, and parents/guardians, ensuring brand consistency and quality control.
- Write and produce weekly and monthly school newsletters.
- Collaborate with the Director of Development on print and digital fundraising campaign content.
- Partner with the Head of School on high-stakes and time-sensitive communications.

Marketing

- Partner with the Director of Admission to develop the school's comprehensive marketing plan. Implement the plan and track performance, including long- and short-term goals and metrics to support institutional and departmental goals and initiatives. Iterate strategy and execution as relevant to increase effectiveness.
- Plan and produce digital and print advertising, including strategy, copy, and placement—across local publications, paid social, and search.
- Monitor SEO, AEO, and Google Analytics and refine marketing strategy and tactics to improve outreach.
- Develop and execute social media strategy and weekly posting for Instagram, Facebook, and other platforms.
- Oversee the production of collateral for marketing, admission, and development, including the annual report and the annual magazine, fundraising materials, and admission season collateral. Work with outside design professionals as relevant.
- Produce the annual magazine: conceive, write, and research stories, oversee the design of the magazine, and manage print production and distribution.
- Oversee the content and photography on the school's website: make content updates, structural adjustments and photography changes as needed.

Branding

- Steward the school's brand—positioning, messaging framework, visual identity, and editorial voice.
- Ensure brand consistency across every touchpoint, including print, digital, website, social, and video.
- Partner with the administrative leadership of the school and the faculty to create compelling content that tells the school's story across touchpoints (blogs, videos, photography, articles, etc.).
- Manage the school's database of images, videos, logos, and other electronic and print assets.
- Educate stakeholders, such as the Admin Team, faculty, and staff, on the importance of brand identity and maintaining consistency across outputs.

Leadership

- Serve as a member of the Senior Administrative Team, contributing a communications, marketing, and branding perspective to institutional decision-making.
- Direct external partners and vendors including photographers, videographers, graphic designers, web developers, printers, and freelance writers.
- Help coordinate the production and distribution of invitations to school events, including online registration setup and tracking.

TO APPLY

Interested candidates should send a letter of interest and resume via email to CommsDirectorSearch@markdayschool.org.