



Saint Paul's – Clearwater's Independent School | Clearwater, Florida

Bring our stories to life. Help shape our future.

Are you a creative storyteller with an eye for design and a talent for connecting with audiences? Do you enjoy turning ideas into compelling content—from a standout social media post to a campaign that inspires families to learn more?

Saint Paul's is seeking an **Assistant Director of Communications & Marketing** to help share the people, experiences, and opportunities that make our school special.

Serving children from infancy through eighth grade, Saint Paul's is a community built around academic excellence, character, and purpose. In this role, your work will help prospective families discover our school, keep current families connected, and inspire support for our future.

Your opportunity

Reporting to the Director of Enrollment Management, you will guide the school's internal and external communications and bring the Saint Paul's brand to life across digital and print platforms. You will collaborate closely with Admissions and Development to create thoughtful, consistent messaging that supports enrollment, fundraising, and community engagement.

This role combines creative work with strategic thinking and offers opportunities to tell meaningful stories, design engaging materials, and strengthen the school's digital presence.

What you'll do

- **Tell the Saint Paul's story.** Develop compelling, brand-aligned content that showcases our students, faculty, programs, and school community.
- **Keep our community connected.** Coordinate timely, clear communications through email, text messages, the school website, and the Veracross Parent Portal.
- **Grow our digital presence.** Manage Facebook, Instagram, YouTube, and LinkedIn, creating content that engages prospective, current, and alumni families.

- **Create materials that stand out.** Design advertisements, billboards, brochures, and other marketing materials that reflect the school's identity.
- **Keep our website fresh.** Maintain relevant content and photographs, and update school profiles on platforms such as Niche and Private School Review.
- **Support enrollment and fundraising.** Partner with Admissions and Development on cohesive campaigns, event materials, impact reports, and donor communications.
- **Strengthen search visibility.** Coordinate SEO and pay-per-click campaigns with the school's website provider and digital marketing partners.
- **Champion our brand.** Maintain the school's style guide and ensure consistent messaging, design, and editorial quality across communications.

What you'll bring

- A bachelor's degree.
- Graphic design experience using Adobe InDesign or comparable design software.
- Experience with Adobe Photoshop and Google Workspace.
- Strong writing, editing, and proofreading skills.
- An eye for design and the ability to adapt content for different audiences and platforms.
- Strong organization and the flexibility to manage multiple projects, interruptions, and changing priorities.
- A collaborative approach, professional judgment, and pride in producing high-quality work.

Ready to help tell our story?

We'd love to hear how your creativity, communication skills, and perspective could contribute to Saint Paul's.

When applying for the position, we encourage you to send a portfolio or examples of your writing, design, social media, or marketing work to bveillion@spsc Clearwater.org.

For information about the new Care Provider Background Screening Clearinghouse Education and Awareness website, please visit <https://info.flclearinghouse.com/>