

Director of Communications and Family Relations

Manage all aspects of the school's print and electronic communications, ensuring the continuity of the school's brand and message.

Design and produce digital communication to families of the school including: website, electronic newsletters, email messaging, social media and digital content production.

Manage media relations, including writing and distributing press releases and cultivating relations with local media.

Attend and photograph on- and off-site School events; maintain the archival photo library for all school publications.

Coach faculty and staff in marketing, writing, publication skills for the creation of consistent parent information across the school.

Act as liaison between the Parent Faculty Association and the school. Attend all PFA meetings.

Review, revise, and update as necessary the school's crisis communication plan.

Requirements

Knowledge of the fundamentals of public affairs and/or media relations, as well as some exposure to marketing and marketing research.

Possession of strong written and verbal communication skills with a solid foundation in grammar, spelling, and the composition of various communication vehicles.

Working knowledge of copyright and other applicable laws pertaining to publications and the media.

Thorough knowledge of web communication techniques, vehicles, and formats. Ability to effectively use web technology to achieve communication goals.

Ability to analyze and select pertinent facts and integrate them into communication vehicles. Working knowledge of marketing and research techniques and methods.

Ability to apply market research to identify communication needs and target audiences. Exceptional interpersonal skills, including strong public speaking, listening and interpretive skills.

Ability to work as a member of a team with faculty, staff, students, and parent volunteers.

Proficiency in web design, Wordpress, Adobe Illustrator and Photoshop.

Experience

Bachelor's degree in communications, journalism, marketing or business related field; Master's degree desirable.

Minimum of two years' experience creating and managing content and production for high traffic website(s), preferably in a distributed publishing environment

Minimum two years' experience managing social media platforms or communities

Content management software experience; preferably WordPress

Email marketing software experience such as Lyris, Constant Contact, or MailChimp

Experience with membership or customer recruitment and retention campaigns

Analytical skills and approach to managing data for performance

Basic Adobe Photoshop skills; basic Adobe InDesign skills

Knowledge of video production software

Understanding of web content requirements, including architecture, navigation, metadata, and accessibility