



## Director of Marketing, Communications and Development

- Report to Head of School
  - Member of the Leadership Team
  - Collaborate with the Enrollment Management Director, the IT Manager and the Division Heads.

### Position Summary

The Director of Marketing, Communications, and Development is responsible for establishing and implementing annual and long-range marketing and development strategies for the school that are consistent with the strategic plan and school's enrollment goals. The Director works closely with the Enrollment Management Director and is responsible for telling the school's story, while ensuring consistent messaging in the creation of marketing collateral across a variety of platforms, as well as related internal and external communications. The Director will also serve as the school's primary coordinator and liaison to the parent chairpersons for the school's two major fundraising efforts, the Annual Fund campaign and Winter and Spring Events. Establishing an alumni council, organizing community events, and identifying and writing grant applications are important elements of this position.

This position will dedicate approximately 60% time to marketing and communications, and 40% time on development. This position works closely with administration, faculty/staff, parents and the Board of Trustees committees and requires a seasoned professional able to engage successfully with a large variety of internal and external stakeholders in our community.

### Employment Classification

This is a year-round, full-time, exempt position with occasional weekend or evening work. The Director of Marketing, Communications, and Development will report to the Head of School.

### Responsibilities

#### Marketing and Communications

- Strategic development, administration, and implementation of the school's marketing efforts to meet enrollment goals
- Manage creation of all marketing collateral (presentations, print, website, social media, video, school signage, etc) and manage deployment across a variety of platforms within an annual budget
- Ensure consistency of the FASP brand, proper logo use, and messaging
- Design and implement school signage (Posters, external signs, banners etc)
- Photograph and video events and programs, as well as maintain digital files; support school staff in coordinating external events showcasing students
- Create content, landing pages, social media campaigns, email marketing and website design. Assist with SEO. Work with IT Manager to ensure best practices are followed
- Assist Head of School and others in developing presentations and communications
- Collaborate with marketing consultants or vendors as needed
- Research and understand local demographics and competitors
- Write or edit school communications, including the weekly all-school newsletter, routine communications, communications for emergencies
- Identify and promote public relations opportunities
- Ensure school databases for communications are maintained

### **Development**

- Working with the Head of School and Development Committee, establish strategies and tactics in order to meet the short-term and long-term goals for fundraising
- Ensure school policies for development are communicated and understood
- Develop communications for development in general, as well as campaigns for Annual Fund, Development Events, Capital Campaigns, and others as needed (print, website, social media, video etc)
- Primary coordinator and school liaison for Annual Fund campaign, ensuring parent chairpersons have a positive experience and can focus on their role, separate from the responsibilities of the school
- Utilize school development database to track donor relationships, gifts, and produce thank you letters; utilize auction and event planning software
- Develop grant proposal tracking system and identify potential granting organizations and grants
- Coordinate with staff and faculty for timely submission of grant proposals
- Ensure proper grant administration, as well as provide updates to granting organizations and donors in compliance with grant requirements

- Develop and support alumni, create alumni council/network and coordinate alumni events: alumni gatherings; connect head of school/admission, etc. when needed
- Coordinate community events, including Togethers Events, Picnic, Transition events, Graduation, Night under the Stars, End of Year Celebration, Carnival, etc.
- Serve as school liaison for Parents' Association, including collaborating with PA President, providing event support and guidance.
- Liaison to community organizations as appropriate

### Qualifications

- Bachelor's degree; preferred in Marketing, Communications, Business or a related field
- 4+ years of experience in marketing and communications in a professional environment; 2+ experience in event coordination; 1+ year development or grant-writing experience
- Strong capabilities in Word/Pages, Excel/Numbers, and PowerPoint/Keynote
- Strong capabilities in photography, video, and graphic design, with working knowledge of Adobe Creative Suite, especially InDesign
- Competencies with Finalsite or other electronic newsletter tools and database management
- Experience with website metrics and data analysis tools, including Google Analytics
- Exceptional communications skills, verbal and written
- Ability to work effectively as a collaborative team member respecting deadlines
- Strong organizational and leadership skills with a high attention to detail and time management
- Preference to candidates who have an understanding of admissions marketing
- The ability to work with a strong and professional leadership team

To Apply - Send to [admin@ecoleprinceton.org](mailto:admin@ecoleprinceton.org)

- Cover letter expressing interest in the position
- Resume
- Graphic design and fundraising samples
- Writing sample