



Our mission is to educate children and instill in our students a love of learning and the abilities to think critically, live ethically, and appreciate the value of each individual.

JOB TITLE: Director of Marketing & Communications

The McGillis School seeks a Director of Marketing & Communications (Creative Catalyst) who will be responsible for creating, maintaining, and communicating consistent messages about the School's mission, core values, strategic goals, and long-term vision. The Director will work closely with the Head of School, Director of Advancement, and Director of Admissions and will be responsible for developing key marketing initiatives and overseeing all matters related to communications. The Director will also work closely with the School's senior administrative team, faculty, parents and Trustees.

The Director will oversee targeted communications, brand management, and the execution of special campaigns related to admissions, advancement, public relations, and communication to internal constituencies (parents, students, faculty, etc.). This role aims to position the School competitively in the marketplace through coordinated brand management, increased visibility and awareness, and distinguish the School's image and reputation.

The ideal candidate is a thoughtful, articulate, and experienced communications and marketing professional who can both lead effectively and serve as a superb ambassador for the School. The ability to act as a conduit between the administration and the community and orchestrate and run an academic year communications cycle with coordinated events, publications, and outreach efforts are essential to the success of the position. In addition, the ideal candidate will be one who understands and cares deeply about The McGillis School, loves children, and actively seeks opportunities to innovate and bring new ideas to the community.

RESPONSIBILITIES:

- Create and deliver the School's message by engaging and inspiring our community across multiple communications platforms, and bring the McGillis School story to life for the purposes of advancement, admissions, and enrollment management.
- Develop and oversee implementation of marketing, communications, advertising, and public relations plans with goals, strategies, tactics, and key performance indicators.
- Support the Head of School in his communications.
- Develop a communications plan and create internal process and guidelines necessary to ensure a consistently high standard across the School.
- Promote a culture that values compelling content, engaging design, innovation, effective use of technology, and exceptional quality.
- Partner with colleagues across all departments to ensure clarity and consistency in all communications.
- Develop and implement innovative strategies in order to demonstrate the value of a McGillis education.
- Collaborate with stakeholders - including Head of School and colleagues in Advancement and Admissions,

and the two school divisions - in defining and supporting communications goals and objectives.

- Collaborate with the Director of Summer Programs to develop and implement communications around summer programming that will support the recruitment efforts of the School.
- Oversee the development, design, distribution, and maintenance of all print and electronic collateral, including social media.
- Review, revise, and update the School's crisis communications plan and communications tools.
- Oversee and manage departmental budget.
- Serve as the School's primary spokesperson with the media. Develop and maintain communications between the School and the media to promote newsworthy stories and activities, report significant student and faculty accomplishments and identify the School as a leader in education in the region.

THE IDEAL CANDIDATE:

- Demonstrates integrity, warmth, flexibility, confidence, a positive outlook and a good sense of humor
- Has knowledge of and experience with successful communications programs and plans
- Has a demonstrated ability to interact effectively with and earn the respect of all the constituencies of The McGillis School community, including current and prospective families, the administrative team, staff, faculty, Board of Trustees, alumni, students, and friends of the School
- Understands how to market and communicate the School's mission, vision and values both internally and externally
- Is an exceptional writer, editor, and speaker with meticulous attention to details, creativity, quality, and timeliness
- Demonstrates fluency with digital media and social media platforms for marketing and communications purposes including web analytics and content development for social media and online advertising
- Has a strong track record of managing multiple concurrent initiatives with competing deadlines

Qualifications:

- Bachelor's degree in a related field
- 5-10 years of communications and marketing experience with expertise in strategic brand thinking and effective message management across multiple communications channels.

To apply:

Please email a letter of interest and resume to careers@mcgillisschool.org. Please include Director of Marketing & Communications in the subject heading. Position open until filled.

The McGillis School does not discriminate on the basis of race, ethnicity, religion, culture, belief, socio-economic status, gender identity, sexual orientation, learning and physical abilities, and more in administration of their educational policies, admission policies, scholarship and financial aid programs, athletics, hiring, and other school-administered programs.