

# Gulf Stream School

## DIRECTOR OF MARKETING AND COMMUNICATIONS



### SCHOOL AND POSITION OVERVIEW

The Director of Marketing and Communications position is a 12-month position with daily hours from 8:00-4:30, and after-hours commitments at School events. The Director of Marketing and Communications reports to the Director of Development and effectively leads, manages, takes responsibility for, and inspires school-wide communications in a fast-paced environment; efficiently and skillfully managing multiple creative projects.

### POSITION DESCRIPTION

- Develop and execute annual marketing and campaign plans that engage internal and external constituents and promote the school.
- In collaboration with the Office of Admissions, identify emerging marketing opportunities, design effective targeting strategies, and report on results.
- Develop a plan and direct the flow of school-wide communications including communications by non-faculty parties such as the Parents' Auxiliary and Room Moms.
- Produce, and oversee the production of, a variety of materials meant to increase the school's visibility and competitive positioning, and enhance the public's perception of the school.
- Attend division meetings and other meetings as needed.
- Ensure all written communications are proofread before they are transmitted or published and that they reflect the standards of an academic institution.
- Work across all departments, including Athletics and the Arts, to trumpet student activities and successes.
- Photograph all school events, happenings, traditions, etc. Attend and photograph all special events on and off campus.
- Develop and manage an integrated online presence on social media platforms; work across a variety of social media and communications platforms, report on results.
- Provide support to the Alumni and Development office by collaborating with the Director to Develop strategies to engage alumni and families.
- Create or direct a comprehensive publications program (concept, design, content, editorial, and production for paper and electronic communications) that reaches and influences the school's target audiences including Stingray Tales, The Current, The Mariner, The Nautilus, Parent/Student Handbook, and the Annual Report.
- Shape and maintain the strategic and creative direction of the school's website. Produce or direct all revisions to the website. Ensure website communications, such as the calendar, are accurate and match all other publications.
- Cultivate and maintain working relationships between the school and the media as well as other key community organizations; create and maintain an official point of contact for public information, under the Head's supervision; write press releases.
- Cultivate volunteer efforts in support of communication and marketing goals.
- Supervise professional consultants contracted to address communication and marketing goals.
- Develop and implement a crisis management communication plan.
- Perform other duties as assigned by and in support of the Head of School.



## QUALIFICATIONS

- Bachelor's degree in English, journalism, communications, marketing, or a relevant field.
- 7+ years of experience in marketing and communications with independent schools or nonprofit organizations.
- Outstanding organizational and presentation skills.
- Exceptional written and oral communication skills.
- Creative and artistic vision and direction.
- Experience in desktop publishing design and management of design production.
- Demonstrated experience with photography, videography, website content management, and design, and social media marketing.
- Demonstrated success as a confident problem solver.
- Proven track record as an independent and goal-oriented manager with a dedication to meeting deadlines.

## HOW TO APPLY

Gulf Stream School has engaged Dovetailed to lead this search. Interested candidates should email a cover letter (addressed to Head of School Gray Smith), a resume, and a list of at least three professional references consolidated as a single PDF document to Zack Lehman at [zack@dovetailedsourcing.com](mailto:zack@dovetailedsourcing.com). Please do not contact the school directly.

*We are an equal opportunity employer and do not discriminate against otherwise qualified applicants on the basis of race, color, creed, religion, ancestry, age, sex, marital status, sexual orientation, gender expression, national origin, disability or handicap, or veteran status.*

