

**LINDEN HALL  
JOB DESCRIPTION FORM**

Job Title	Director of Communications and Marketing
Department	Communications and Marketing
Supervisor	Michael E. Waylett
Supervisor Title	Head of School

WORKING CONDITIONS		
Status	Full Time	<i>Type "Full Time" or "Part Time"</i>
Working Days	Monday-Friday, Some weekends	
Hours Per Day	8+	
Hours Per Week	40+	
Travel Required	Yes	<i>Type "Yes" or "No"</i>
If yes, what % of time?	10% - Expected to be present at community events	
Detail any additional information (i.e. environment, work space, etc.)		

PURPOSE
Detail the general purpose or responsibility of this position.
The Director of Communications will work closely with the Head of School, the Board of Trustees, the Associate Head of School for Enrollment Management and Strategic Initiatives and the Director of Advancement to develop and implement a comprehensive strategic marketing and branding plan designed to promote enrollment and fundraising.

### ESSENTIAL DUTIES AND RESPONSIBILITES

- In a collaborative vision, develop and implement annual marketing and communication plans that engage internal and external constituents incorporating consistent themes that support the strategic initiatives and priorities established by the Head of School and Board of Trustees;
- Develop and oversee the implementation of means of communication that assure that students, faculty and staff, parents, alumnae, and friends of the School receive regular, timely, and up-to-date information in consistent and useful ways;
- Have overall responsibility for developing and managing Linden Hall’s presence on social media platforms (examples include Facebook, Twitter, LinkedIn, and the like), and oversee the creation and integration of content for electronic media;
- Oversee the production and creation of a comprehensive publications program (concept, design, content, editorial, etc.) that reaches and influences the School’s target audiences.
- Collaborate with the Admissions team and the Advancement Office to develop strategies to recruit prospective students and engage alumnae and families;
- Shape and maintain the strategic and creative direction of the School’s website;
- Oversee the management and acquisition of photographs and videos for use in Linden Hall’s print and electronic materials (including the School’s website);
- Identify, evaluate and pursue emerging marketing, external relations, media relations, and advertising opportunities;
- Cultivate and maintain relationships between the School and the media as well as other community organizations; create and maintain an official point of contact for public information
- Development and implement a crisis communication plan;
- Attend Senior Staff Meetings;
- Attend Parents’ Association Meetings;
- Perform other duties and oversee special assignments at the request of the Head of School.

### NON-ESSENTIAL DUTIES AND RESPONSIBILITES

Outline any additional job duties and responsibilities for this position.

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### SUPERVISORY RESPONSIBILITES

Does this position include any supervisory responsibilities?	Yes	<i>Type “Yes” or “No”</i>
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If yes, list the number and the titles of the positions he/she will be responsible for.

1 – Communications Coordinator

### EDUCATIONAL REQUIREMENTS

What are the educational requirements for this position?

Bachelor's degree, preferably in journalism, communications, public relations, or related field

### WORK EXPERIENCE

What prior work experience is required for this position?

- A minimum of five years of relevant full time experience with developing and managing international public relations and communications programs, writing, editing, and publications project management in a corporate or educational setting;
- Extraordinary communication and editing skills;
- Refined interpersonal skills and experience of working effectively with colleagues, constituents, and contracted communications, design, and marketing specialists;
- Demonstrable understanding of the uses and mechanics of electronic media;
- Outstanding organizational skills and attention to detail;
- Experience with digital photography;
- Exceptional computer and technology skills, including knowledge of current desktop publishing software, image-manipulation software, and web-working tools;
- Flexibility, adaptability, and ability to be a self-starter and independent worker;
- Demonstrated ability to manage multiple and complex tasks and projects within stated schedules and with hard deadlines;
- Excellent internal customer service;
- Personality and disposition that are characterized by collaboration, collegiality, deliberation, openness, a significant amount of joy for learning and intellectual and creative pursuits.
- Experience with international marketing is a plus.

### TECHNICAL SKILLS

What technical skills are required for this position?

- Adobe Suite, including Photoshop and In Design
- Finalsite
- Social media applications
- Microsoft Office Suite
- Outlook

### PHYSICAL DEMANDS

Detail any physical demands of this position (i.e. heavy lifting, etc.)

- Ability to lift up to 30lb
- Ability to sit, stand, walk, and move around the school and campus throughout the day

- Ability to sit or stand for extended periods of time
- May be present in extreme weather conditions

**ADDITIONAL INFORMATION**

Please send resumes and cover letter to: Lana Valenzuela, lvalenzuela@lindehall.org

**FOR HUMAN RESOURCES ONLY**

Completed By	Lana Valenzuela	Date Completed	5/23/2017
Title	Director of Operations and Human Resources	Manager Approval	6/12/2017
HR Approval	5/23/2017		