



Director of Marketing & Communications

OVERVIEW

Emerson School is seeking a Director of Marketing & Communications. We are searching for a creative, talented, team-oriented candidate to share the story of Emerson to the community; to work effectively with our faculty, staff, and Board of Trustees; and to proactively serve our entire school community. The Director is responsible for all aspects of the school's marketing and communication. S/he reports directly to the Head of School and meets regularly with the Board of Trustees. A bachelor's degree or higher in the field of marketing, communications, or public relations is required. The ideal candidate will have demonstrated success working in nonprofit organizations. This is a full-time, 12 month position.

ABOUT EMERSON SCHOOL

Emerson School is an independent K-8 school for gifted and for academically talented students located in Ann Arbor, Michigan, serving more than 320 students and employing over 70 faculty and staff. Our mission is to provide a whole child, multiple method approach to instruction for gifted and for academically talented students. Emerson School encourages creativity, problem solving, and the development of basic skills, while providing a warm, supportive environment that promotes responsibility for oneself and others. The School is accredited by the Independent Schools Association of the Central States (ISACS) and is a member of the National Association of Independent Schools (NAIS).

An Equal Opportunity Employer

Emerson School is committed to equal employment opportunity and nondiscrimination in all aspects of employment, including recruitment, hiring selection, compensation, benefits, transfer, promotion, training, discipline, and all other terms, conditions, and privileges of employment. Employment-related decisions and access to programs administered under the auspices of Emerson School shall be made without regard to an applicant's or employee's race, color, national origin, ethnic origin, religion, gender, height, weight, marital status, disability, veteran status, age, sexual orientation, pregnancy (including childbirth or related medical conditions) or any other basis prohibited by federal, state or local law.

Interested candidates should send a cover letter and résumé to Assistant to the Head Kelly Richardson at krichardson@emerson-school.org. More information about Emerson is available at www.emerson-school.org.



The Director of Marketing and Communications reports directly to the Head of School and is responsible for all marketing and communications activities, including the following:

- Supporting Emerson's mission, philosophy, and values
- Developing and implementing a strategic marketing and communications plan that increases consideration from prospective families, enhances Emerson's reputation within the community, and supports Emerson's enrollment
- Collaborating with Director of Admissions to coordinate promotions, advertising, presentations, events, and other related activities that support enrollment
- Collaborating with the Director of Development to support activities and special events that maximize giving, including annual and capital campaigns
- Managing public relations, including writing and distributing news releases and advisories, pitching stories, responding to media inquiries, etc.
- Communicating school news and information with parents, prospective families, alumni, faculty, etc.
- Managing Emerson's brand identity to project a consistent, positive, and coordinated image
- Shaping and maintaining the strategic and creative direction of the school's website
- Planning and coordinating all external advertising activities, including print, digital, outdoor, and direct mail
- Managing all aspects of Emerson's social media
- Overseeing all design and production of promotional materials to effectively communicate with our various constituencies
- Serving on the Marketing Committee of the Board of Trustees
- Photographing and/or videotaping key events and activities for use in Emerson communications
- Investigating and communicating successful students, alumni, faculty, and Emerson school activities
- Performing other duties as assigned by the Head of School
- Supporting the school and its leadership

Critical elements **required** for success in the position:

- Outstanding written and oral communication skills
- Strong organizational and presentation skills
- Ability to work collaboratively on multiple projects
- Experience in desktop publishing design and website content management
- Knowledge of both traditional and emerging marketing channels
- Creative and innovative vision and direction
- Experience with photography and videography
- Understanding of inbound marketing methodology, paid search marketing, search engine optimization, display advertising, and social media