

Old Trail School

Old Trail School is an independent, coeducational day school located within The Cuyahoga Valley National Park, 25 miles south of Cleveland, Ohio and 15 miles north of downtown Akron. Old Trail School serves 500 students from toddler thru eighth grade. The School offers a nurturing and academically challenging program to students and families in a five-county region that emphasizes excellence in academics, athletics and the arts. As the only independent school in the United States inside of a national park, Old Trail values its commitment to sustainability and environmental stewardship.

Old Trail students and faculty live by the core values of respect, responsibility, goodness and service.

Old Trail School is an Equal Opportunity Employer and all employment decisions are made without regard to religion, gender, race, color, national or ethnic origin, marital status, sexual orientation, physical challenge, or veteran status. This policy extends to all aspects of recruiting, hiring, promotion, training, compensation and benefits.

If you have questions or a grievance related to this policy, please contact Sarah Johnston, Head of School, at 330.666.1118 or mail to: Old Trail School, 2315 Ira Road, P.O. Box 827, Bath, Ohio 44210-0827.

POSITION: DIRECTOR OF COMMUNICATIONS

START DATE: JULY 1, 2019

REPORTS TO: ASSOCIATE HEAD OF SCHOOL

CLASSIFICATION: FULL-TIME, EXEMPT; SALARIED WITH BENEFITS

HOURS: 8 A.M. - 5 P.M.

COMPENSATION: COMPETITIVE WITH AREA INDEPENDENT SCHOOLS

JOB DESCRIPTION:

Old Trail School is seeking an experienced communications and/or marketing professional to serve as the Director of Communications and a member of the School Leadership Team. The Director will report to the Head of School and will work closely with other members of the Administrative Team. An ideal candidate will have communications and/or marketing experience in a competitive marketplace (ideally in an independent school environment) as well as a background in education. This position will be responsible for internal and external communications, marketing, advertising, brand management and public relations for the School.

The candidate should have an appreciation for independent schools and the unique experience they offer students as well as the challenges they face in the northeast Ohio market. A competitive spirit and team mentality in addition to a positive and engaging disposition is necessary. A candidate who is a natural storyteller and can relay the Old Trail School story and experience to a variety of audiences is a key qualification that we are searching for in a candidate.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Communications

- Oversees all parent communication including “mass” emails, text messaging, MyTrail (parent portal).
- Creates and distributes weekly parent email communications.
- Serves as editor of the Old Trail School Magazine (published biannually) and other publications.
- Manages creation of parent directory, wall calendar and other printed materials for parent distribution.
- Assists the Development Office with print and electronic materials in support of the OTS Fund, major gifts, campaigns, alumni relations etc.
- Responsible for school photography/videography. Includes shooting, cataloging, sharing in Cloud, archiving, etc.
- Serves as a strategic resource in communications/marketing to the entire faculty/staff.

Marketing

- Creates and oversees all print collateral for the School in support of the Marketing Plan’s primary objective – “Create a waiting list at all grade levels.”
- Collaborates with Director of Admission on annual marketing activities including, printed material, direct mail, etc.
- Collaborates with Camp Director on annual marketing activities.

Advertising/Public Relations

- Coordinates all digital and print advertising for the School. Includes booking space, negotiating cost, overseeing design, etc.
- Responsible for overseeing social media content and posting.
- Sends news releases about School activities to local/regional/national media.
- Shares stories with “partner” organizations (National Association of Independent Schools, Independent Schools Association of the Central States, Ohio Association of Independent Schools.)
- Identify new areas of opportunity for marketing to new prospective families.
- Must remain current with technology and advertising trends, including finding innovative and new ways to market the school to prospective families.

Website

- Manages content and design for the School’s website and intranet parent portal.
- Work closely with the Technology department to ensure the site content is current and valid.
- Lead the initiative to redesign and reconfigure the content and ‘look and feel’ of the external website.
- Ongoing evaluation and testing of internet and intranet design and functionality.

Purchasing/Budget Management

- Responsible for all print purchasing for the School (letterhead, forms, etc.)
- Overseeing all marketing budgets in conjunction with the Admission and Development offices.
- Responsible for allocation and management of annual marketing budgets.

REQUIRED SKILLS:

- Bachelor’s degree required; Master’s degree preferred.
- At least 5-7 years of communications experience, preferably in independent schools.

- Proven success at working collaboratively in educational leadership.
- Ability to use data and trends to drive strategic planning.
- Excellent oral and written communications skills.
- Experience with Microsoft products/Google suite.
- Ability to adapt to and learn new technologies; experience with Blackbaud and OnBoard products or equivalent software.

The Director of Communications is also required to perform any task assigned by the Head of School on an “as needed” basis. It is expected that the Director will show initiative in problem-solving, be of assistance to fellow colleagues, and contribute to the School in a positive and proactive manner.