



## **Director of Strategic Marketing and Communications**

Cincinnati Country Day School is an equal opportunity employer that actively seeks employees who reflect and support our mission-driven commitment to academic excellence and to creating and maintaining a diverse and inclusive community. CCDS pays competitively and provides an excellent benefits package.

### **Position**

The Director of Strategic Marketing and Communications (a 12-month, full time position) leads the marketing and communications team and all activities related to conceptualizing, developing, and implementing a schoolwide strategy for promoting the Country Day brand to both internal and external audiences. The Director is a member of the senior administrative team (Cabinet) and will work closely with the Head of School and other key leadership in developing strategic marketing and communication plans, executing programs, affirming brand identity, and achieving targets.

### **Responsibilities**

- Acclimate to Cincinnati Country Day School; thoroughly know the history, culture, traditions and constituencies of the school; understand the school's educational philosophy and accurately articulate it.
- Develop print, web, and electronic marketing and communications strategies and plans that advance the school and drive increased engagement with prospective, current, and alumni constituencies.
- Ensure brand and messaging, quality, and consistency; establish guidelines to apply across all departments, activities, and events at the school and among professional and volunteer leadership.
- Create and execute a plan that regularly places the school in local media while acting as the primary creator and deliverer of those messages.
- In collaboration with the Head of School, design strategies and messages that will engage students, parents, grandparents, alumni, donors, and friends while promoting the school's mission, value proposition, and strategic plan.
- In collaboration with the Admission Office, design strategies and resources that will increase student enrollments and provide a strong understanding of the customer journey to maintain high levels of retention.
- In collaboration with the Advancement Office, design strategies and resources that will increase giving and alumni engagement.
- In collaboration with the Athletics Department, design strategies and resources for branding Country Day athletics in congruence with the school's brand identity guidelines.
- In collaboration with the Academic Divisions, design strategies and resources for communicating the unique characteristics, programs, and philosophies of those divisions in relation to the school's mission.

- In collaboration with the Parents' Association and Country Cottage (spiritwear shop), design strategies and develop resources that increase community engagement and school spirit.
- Develop and manage major all-school, divisional, and departmental print and digital resources as well as support major all-school events.
- Plan and manage the departmental budget.
- Engage actively in professional development to remain current in best practices related to independent school marketing and communications, including emerging social media platforms.
- Provide staff leadership to the department in all respects including hiring, day-to-day operations, partnerships with other offices, and project timelines.
- Serve as a school's spokesperson and lead crisis management efforts, as needed and appropriate, in partnership with Head of School, Cabinet, and Board of Trustees.

### **Qualifications**

A bachelor's degree (master's preferred) from an accredited college or university in a field related to marketing and communications; five years of experience required, preferably in an educational setting.

- Experienced leadership in marketing and communications at an independent school, college or university or other nonprofit, education-based organization.
- Demonstrated success in supervising and managing a staff and working collaboratively with constituents and senior level administrators.
- Outstanding speaking, writing, and editing skills.
- Familiarity and understanding of websites, email, SEO/SEM, and retargeting/remarketing strategies for information sharing and optimizing engagement.
- Fluency in using, developing, and managing social media platforms including Facebook, Twitter, and Instagram.
- Efficiency and experience in working with branding and design companies, photographers, videographers, mail services, television and radio companies, and other related businesses that support strategy and initiatives.
- Ability to develop, monitor, and adhere to budgets and production schedules.
- Demonstrated success in managing multiple projects with shifting priorities and competing deadlines.

### **Personal Characteristics**

The successful candidate will be:

- A mission-driven individual with a belief in and commitment to Country Day's mission and values.
- A good speaker, partner, and strategist; comfortable receiving input from many sources and has an ability to analyze, collaborate, and formulate information into a well-organized, articulated plan.
- An experienced writer who can translate the mission, vision, and distinctive qualities of the school across all communication mediums.
- A creative, data driven, and flexible individual with the ability to contribute to departmental, administrative, and institutional goals.
- A skilled negotiator, listener, and facilitator who can work with many constituents in a fast-paced environment and adhere to well established timelines.
- A team builder, manager, and leader who understands the subtleties of motivating and working with a diverse group of people.

- A hard worker with a high energy level who can collaborate, motivate, and achieve.
- A person who is calm, level-headed in a crisis and can help manage and lead the school's response.
- A person with a genuine interest in children and excitement about their education.

Interested candidates should email a cover letter, resume, and supporting materials to:

Tony Jaccaci  
Head of School  
Cincinnati Country Day School  
6905 Given Road  
Cincinnati, OH 45243  
[dc@countryday.net](mailto:dc@countryday.net)

Submissions will be accept through Tuesday, December 1, 2020.

To learn more about Country Day, visit <https://www.countryday.net/>.

*Cincinnati Country Day School does not discriminate on the basis of race, color, creed, sex, gender identity, sexual orientation, disability, age (40 or over), national origin, ancestry, or military service/veteran's status in the administration of its educational programs and policies, admission decisions, tuition aid programs, employment practices and benefits, athletic, or other school administered programs.*