

Hathaway Brown School

Job Title: Director of Marketing & Communication **Position:** Administration
Department: Marketing & Communications
Posting Date: December 3, 2020 – until filled

SUMMARY

The Director of Marketing & Communication reports directly to the Head of School and is a member of the Administrative Council. This 12-month position is charged with primary oversight of all internal/external marketing, brand management, and communication initiatives.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following. Other duties may be assigned.

- Align all communication initiatives, capture the voice of the Head of School and further the mission and vision of the school.
- Serve as the chief spokesperson for the school with the media and counsel the Head of School in times of crisis.
- Handle all aspects of media relations and public/community relations.
- Track market trends, gauge analytics, and convert marketing efforts into enhanced enrollment and advancement metrics.
- Manage the marketing and communication office budget, which funds production of collateral materials, advertising initiatives, sponsorships, professional development, outside services, and other related items.
- Manage a department of marketing and communication professionals.
- Act as editor of the school's twice-annual alumnae magazine.
- Oversee school website and social media channels.
- Craft strategic plans and other organizational management documents.
- Represent the school on professional boards and through conference and event attendance.
- Assist with project and event management in all aspects of school operations.

EDUCATION AND/OR EXPERIENCE

- A four-year degree in Marketing, Public Relations, Communications or related field required.
- Excellent written and verbal skills.
- Previous experience of 4+ year's related experience, working in a school a plus.
- Detail oriented and able to balance multiple projects and deliver on deadline.
- Project management experience and strong technology/editing skills.

Interested candidates should email resume and cover letter to: hrstaffing-com@hb.edu

An equal opportunity employer, Hathaway Brown believes that a multicultural perspective is an essential element of a 21st Century education, and values diversity in its student body, faculty and staff. Compensation and opportunities for professional growth are exceptional.

Hathaway Brown is committed to building a diverse, equitable, and inclusive learning community through our admission policies, hiring practices, professional development, curricular and extracurricular programming, and school culture. The representation and full engagement of the diverse points of view of individuals with varied life experiences is a source of strength and wisdom that enriches the learning environment and fuels innovation and growth, particularly as students are prepared for lives of strong character, public service, and leadership.

Hathaway Brown School, HR-DMC

19600 North Park Boulevard, Shaker Heights, Ohio 44122

Visit us at www.hb.edu for more information!

Equal Opportunity Employer