



Position Opening: Director of Marketing and Communications

Type: Full-time, 12-month administrator

Application Deadline: Until filled

Start Date: June 13, 2022 or anytime thereafter

Director of Marketing and Communications

Maumee Valley Country Day School is seeking an experienced and creative Director of Marketing and Communications who can help craft and share our story with internal and external constituencies. The ideal candidate is an exceptional writer, creative thinker, and adept storyteller. The Director of Marketing and Communications will develop and implement strategic communications and marketing plans to support and advance the school's mission and vision. Collaborating closely with members of the Admission and Advancement departments, as well as Maumee Valley's senior leadership team, the Director of Communications and Marketing will strengthen MV's brand identity by executing multiple strategies to market the school while overseeing and developing compelling content for the school's website, social media platforms, and print materials.

This position reports to the Head of School and collaborates closely with all senior administrators. As a full-time employee, the position offers all benefits afforded to full-time employees, including but not limited to, tuition remission, a generous retirement package, paid time off (sick, personal, vacation), health, dental, vision, and life insurance benefits, and professional development.

As a unique and innovative educational institution, MVCDS seeks a boldly creative and strategic thinker who is an effective oral and written communicator. A customer service attitude is required, and the ability to manage multiple projects is essential.

Key Responsibilities and Duties

- Create, implement, and assess comprehensive communications, marketing, and public relations strategies that enhance the school's position as the leader in independent education
- Evaluate the effectiveness of marketing programs utilizing proficiency in SEO and social media marketing principles to build a pool of prospective families
- Help ensure that the school's philosophy, mission, and vision are pertinent and practiced throughout the organization
- Plan and execute annual print and web-based advertising campaigns to support Admission and Advancement initiatives
- Direct, design, edit, produce and distribute all school publications
- Manage the content and design of the school's website
- Develop and execute policies and procedures to effectively manage the school's brand
- Develop and manage a departmental budget, coordinate with other departments on shared budgets for communications and marketing initiatives
- Assist, as needed, in writing presentations, speeches, grants, and general editorial content

- Provide proofreading and maintain the integrity of publication style guide and design standards in all MVCDS materials

Skills and Competencies

- Demonstrated skills, knowledge, and experience in the design and execution of marketing, communications, and public relations initiatives
- Strong creative, strategic, analytical, and organizational skills
- Experience developing and managing budgets
- Demonstrated successful experience writing press releases, developing presentations, and negotiating with media
- Demonstrated successful application of inbound and outbound marketing strategies to reach the target demographic
- Demonstrated public speaking skills and ability to communicate at all constituent levels; significant professional writing, editing, and publications experience
- Commitment to working with shared leadership and in cross-functional teams.
- Demonstrable hands-on experience with InDesign, Photoshop and /or other Adobe creative software
- Experience designing and building websites and web pages
- Ability to manage multiple projects while competing deadlines simultaneously
- Previous school or nonprofit experience is highly preferred
- Experience with Blackbaud is ideal

Credentials

- Bachelor's degree in journalism, marketing, or public relations preferred. A graduate degree in a related field is desirable
- 5 to 7 years of experience in communications, marketing, and public relations

Background check:

All Maumee Valley employees and volunteers must agree to a comprehensive background check and confidentiality agreement.

Equal Employment Opportunity

We are dedicated to providing equal employment opportunities to all personnel and applicants for employment without regard to race, color, religion, sex, national origin, age, ability, sexual orientation, gender identity or expression, military status, or veteran status, ancestry, or citizenship, in accordance with applicable laws. In addition, we comply with applicable state and local laws governing nondiscrimination in employment. This policy applies to all terms and conditions of employment, including but not limited to, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, benefits and training. We value a diverse workforce.

Any employee who believes they have been discriminated against may discuss this with their supervisor or the Head of School.

HOW TO APPLY:

1. Complete this 8-10 minute survey: <https://go.apply.ci/s/E2UrzEp33W>
2. Email your documents in PDF format to hr@mvcds.org.
 - a. Documents needed:
 - i. [MVCDS Application](#)
 - ii. cover letter, resume
 - iii. three written professional letters of reference
 - iv. copy of college transcripts.

b. Please use the title of the position in the subject line of your email.

About MVCDS

At Maumee Valley Country Day School, children dream, explore, and cultivate their passions and strengths. Our faculty and staff do the same. We are more than a school and more than a group of people—we are a community of lifelong learners who inspire joy. As the only PK-12 independent school in northwest Ohio, we support an accomplished and diverse student body within a progressive academic program.

A Maumee Valley education is Personal, Experiential, and Global—it is a journey of discovery and of action that defines each child's learning experience. Through an intentionally crafted curriculum including active lessons as well as serendipitous explorations, a Maumee Valley education launches children toward the investigation of the world and helps them find their place in it. With our students at the center of our decision-making, we aspire to seek understanding, grow in our compassion and empathy, and adapt to the ever-changing world our students will one day lead. Maumee Valley is grounded in our [Mission](#), [Vision](#), [Portrait of an MV Educator](#), [Portrait of an MV Graduate](#), and commitment to [Diversity, Equity, and Inclusion](#).

We believe in collaboration, innovation, and the power of community.