
POSITION TITLE: Director of Marketing and Communications

St. John's Episcopal Parish Day School is distinguished by 70 years of demonstrated success in preparing children for lives of learning and service in our ever-changing society. Renowned for its Episcopal identity, a core belief in the potential of our children and the sanctity of childhood, the school delivers an unparalleled, values-driven preparatory education. Hard work, faith, honesty, and a commitment to excellence allow our graduates to thrive in high school, college, and beyond.

Located in the heart of Tampa, St. John's provides an exceptional education for 530 students in pre-kindergarten through eighth grade. The School's Core Values and Episcopal identity focus on inclusivity, support, respect, and the shared values reflected in the School's Mission Statement. Our students are *Empowered to Lead, Inspired to Serve*. A feeling of positive energy, inclusiveness, optimism, respect, and kindness permeates our campuses.

Characteristics and Qualifications

This full-time, year-round position has a start date determined by the availability of the successful candidate. The Director of Marketing and Communications will work closely with the Admissions and Development offices to develop and implement a broad, comprehensive, and strategic marketing and branding plan designed to promote enrollment and fundraising. The successful candidate will reflect the following:

- Bachelor's degree in English, journalism, communications or marketing
- 4+ years of experience in marketing and communications
- Outstanding organizational and presentation skills
- Exceptional written and oral communication skills
- Proven ability to effectively lead, manage, and inspire a collaborative team in a fast-paced environment with multiple creative projects
- Demonstrate experience with photography, videography, website content management and design, and social media marketing
- **Goal Oriented** – The director must have the ability to set goals and be motivated to reach them.
- **Results Driven** – Enrollment and Development are all about results and the director must be driven to achieve the results that will make the difference at St. John's in these areas.
- **Strong Communicator and Promoter** – The director should effectively communicate and promote the school to prospective parents, current parents, community contacts, and more.
- **Initiative** – The director must take the initiative to make things happen and get things accomplished; the director will provide leadership to the implementation of an aggressive marketing and communication's strategy.
- **Personable** – The director should be very personable and easy to talk to since this individual will be the first point of contact for many at the School.

- **Sales Skills** – The director must have the ability to sell the School. This requires that the individual is professional, poised, and polished in her/his abilities.
- **Web and Social Media** – The director should have knowledge of, and experience using web-based marketing strategies and should seek to effectively implement these strategies.

Specific Responsibilities

The Director of Marketing and Communications reports directly to the Head of School, works closely with the Director of Enrollment Management and Director of Institutional Advancement, and serves on the Leadership Team. The position will focus on lead generation, storytelling, brand awareness, communications, and internal marketing.

Marketing

- **Marketing Plan**—Develop and implement a comprehensive marketing plan for the School that engages internal and external constituents in the support and promotion of the school.
- **Internal Marketing**—Develop and implement an internal marketing strategy to reinforce the School’s core brand messages and customer satisfaction to the parent community.
- **Word-of-Mouth Marketing**—Develop and implement an effective word-of-mouth marketing strategy that will create internal and external buzz for the school.
- **Web-Based Marketing**—Provide oversight and leadership to the school’s website by regularly updating the content, news, and videos. In addition, utilize web-based marketing strategies to increase the online presence for the school including the effective use of social media sites and search engine optimization for the website. Knowledge of HTML, CCS, XML, JavaScript, and other web technologies and standards.
- **External Marketing**—Develop and implement an external marketing effort that will generate increased awareness for the school within all of its target constituencies including parents, faculty/staff, grandparents, alumni, donors, and friends, as well as within the community.
- **Events**—Provide event marketing for admissions, retention, and marketing including open houses, re-enrollment, etc.
- **St. John’s Brand**—Provide leadership to the school community for the St. John’s brand by enforcing brand standards as well as reviewing and approving all collateral and web-based communications.

Communications

- **Internal Communications**—Provide a consistent, timely, and compelling flow of internal marketing communications to the current parents through the use of mailings, the school’s website, Facebook, email newsletter, and other strategies.
- **External Communications**—Provide a regular flow of external marketing communications to all constituent groups through the use of mailings, the school’s website, Facebook, and other social media sites, email newsletters, and other strategies.
- **Story Telling**—Tell the St. John’s story through effective writing and speaking. The director will provide leadership for the school’s team in crafting these stories and communicating them throughout its various outlets.

- **Publications** – Create and direct a comprehensive publications program (concept, design, content, editorial, and production) for internal and external communications that reach and influence the school's target audiences.
- **Social Media** – Develop and manage an integrated online presence on social media platforms.
- **Crisis Communication** – In conjunction with the Senior Administrative team, develop and implement a crisis communications plan.

Public/Community Relations

- **Media Relations**—Develop relationships with and provide press releases to the media to provide newsworthy stories that will tell the St. John's story to the community.
- **Public Relations**—The director and the Head of School will be the main School spokespeople, in all communications to the press and public.
- **Community Relations**—The director will develop and implement a plan for St. John's presence at events and sponsorships in the community.

The Director must be a self-starter who takes the initiative and who is able to work independently. He or She must be able to work collaboratively internally with the Leadership Team, faculty, and staff, and externally with parents, Board members, and vendors.

St. John's provides an excellent benefits package, including a highly competitive salary determined by qualifications, experience, and demonstrated success. Qualified candidates are invited to submit a current resume, cover letter, and list of not fewer than three references to: Diane Scott, Executive Assistant to the Head of School, at dscott@stjohnseagles.org.