



BROOKS SCHOOL POSITION DESCRIPTION

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| Position Title: | Director of Communications and Marketing |
| Classification: | Exempt/Faculty |
| Position Type: | Full time |
| Expected hours of work: | 40+ hours/week |
| Benefits Eligible: | Yes |
| Reports to: | Head of School |
| Start Date: | July 1, 2023 |

SUMMARY DESCRIPTION:

The director of communications and marketing will promote Brooks School to external and internal audiences in support of our mission. In collaboration with the senior leadership team and board of trustees, the director of communication and marketing will lead all of the school's communication and marketing efforts. This will include the development and execution of plans focusing on media relations, community relations, internal and external publications, social media platforms, signage, and the school's website. This position reports directly to the head of school.

ESSENTIAL FUNCTIONS AND KEY OBJECTIVES:

- Responsible for the oversight of the scheduling and production of all school publications
- Collaborate with the admission department in developing and executing marketing efforts to attract and retain high-quality students
- Manage and direct communication professionals who create feature stories, an alumni magazine (three issues per year), electronic newsletters, website copy and other printed and online/electronic media materials
- Manage PR, media relations and school advertisings
- Responsible for the ongoing management and occasional redesign of the school's website
- Develop, manage and evaluate internal communications as needed

- Develop communication standards, guidelines, templates, and tools
- Advise and collaborate with the head of school and board of trustees on effective media engagement techniques
- While not required, there would be potential teaching, coaching, and student advising opportunities

COMPETENCIES:

- The director will need to be a strategic thinker with a demonstrated ability to develop a long-term vision for the school in partnership with the senior leadership team
- The director will need to understand drivers of choice and possess a deep understanding of prospective student and family needs, behaviors, and preferences in order to develop effective marketing campaigns and strategies
- The director will need to be a data-driven decision maker with a demonstrated ability to leverage data and analytics in order to make informed decisions about the school's communication and marketing plans
- The director will need to be both creative and innovative; able to develop new approaches to connecting with prospective students, families, and potential donors
- The director must have a solid understanding of digital marketing channels with a premium placed on social media platforms
- The director must have a demonstrated ability and default inclination to collaborate with the admission and advancement offices in order to ensure cohesive and consistent messaging
- The director must be a skilled writer - capable of executing on a variety of assignments intended for both the full breadth of the school constituency and particular audiences within that constituency
- The director will need to be an effective manager of the communications and marketing team, which is currently two additional full-time employees
- The director will need to be capable of managing a budget while advocating for budgetary needs that emerge on a year-to-year basis

EDUCATION:

- Bachelor's Degree, Master's degree preferred
- 10-15 years of experience in public relations, journalism, communications, marketing or related role with demonstrated experience in media relations
- Experience working in an educational institution is preferred

WORK ENVIRONMENT:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. Duties are normally performed in an indoor environment. The noise level in the work environment is usually moderate.

PHYSICAL DEMANDS:

- Occasional lifting, bending and climbing stairs
- Frequent talking, listening, walking, sitting and standing
- Ability to perform multiple concurrent tasks and functions in a fast-paced working environment

TRAVEL:

There may be occasional need to travel on behalf of the school, but this will not be a primary component of the position.

APPLICATION AND POSITION INFORMATION:

Brooks School believes that realizing a mission aimed at providing the most meaningful educational experience its students will have in their lives requires intentional work to build and foster diversity, equity, inclusion and belonging for all members of our predominantly residential school. As such, we seek a diverse candidate pool that includes those who are traditionally underrepresented and less familiar with boarding school life.

All interested candidates should submit the following materials:

- Cover letter expressing why you are interested in Brooks and this opportunity
- A current resume
- Five professional references and their contact information

Please send your materials by email with attachments to:

Deborah Lynch
Human Resources Manager
Email - dlynch@brooksschool.org

The school will make any offer of employment contingent upon a candidate being authorized to work in the United States, and successfully completing criminal offender record (CORI) and sexual offender record (SORI) background checks.

MISSION STATEMENT:

At Brooks School, we seek to provide the most meaningful educational experience our students will have in their lives.

ANTI-RACISM STATEMENT:

Brooks School strives to be an anti-racist school, understanding that this work is continuous and is central to our role as an educational institution. Racism and other forms of systemic oppression are deeply rooted in all institutional and societal structures: We condemn institutional racism and

white supremacy in all forms, including those that exist at Brooks. As a community that values each member's sense of belonging, our goal is to foster an inclusive environment in which everyone can live, work and learn free from prejudice, discrimination and marginalization. While we recognize that racism occurs both intentionally and unintentionally and is often a result of unconscious bias, we also know that its presence hinders our ability to provide the most meaningful educational experience our students will have in their lives. Therefore, at Brooks School we are united in the fight to identify, acknowledge and dismantle systems of oppression and inequality. In order to do this work effectively, we will draw on our foundation: strong community, core values, and commitment to care, support and growth of every member of the community.

EEO STATEMENT:

Brooks School does not discriminate on the basis of race, gender, color, sexual orientation, disability or religion in the administration of its educational policies, admission policies, employment policies, financial aid and loan programs, athletic programs and other school administered programs and activities.

This job description in no way states or implies that these are the only duties to be performed by this employee. The Director of Communications and Marketing will be required to follow any other instructions and to perform any other related duties as assigned by the Head of School. Brooks School reserves the right to update, revise or change this job description and related duties at any time.