



## **Director of Marketing, Communications and Development**

### **Summary**

The Director of Marketing, Communications, and Development is responsible for establishing and implementing annual and long-range marketing and development strategies for the school that are consistent with the strategic plan and school's enrollment goals. The Director works closely with the Admissions team and is responsible for telling the school's story, while ensuring consistent messaging in the creation of marketing collateral across a variety of platforms, as well as related internal and external communications. The Director will also serve as the school's primary coordinator and liaison to the parent chairpersons for the school's two major fundraising efforts, the Annual Fund campaign and Annual Auction. Establishing an alumni council, organizing community events, and identifying and writing grant applications are important elements of this position.

This position will dedicate approximately 60% time to marketing and communications, and 40% time on development. This position works closely with administration, faculty/staff, parents and the Board of Trustees committees and requires a seasoned professional able to engage successfully with a large variety of internal and external stakeholders in our community.

### **Employment Classification**

This is a year-round, full-time, exempt position with occasional weekend or evening work. The Director of Marketing, Communications, and Development will report to the Head of School.

### **Essential Responsibilities**

#### **Marketing and Communications**

- Strategic development, administration, and implementation of the school's marketing efforts to meet enrollment goals for day and residential students
- Manage creation of all marketing collateral (presentations, print, website, social media, video, school signage, etc) and manage deployment across a variety of platforms within an annual budget
- Ensure consistency of the Riverstone brand, proper logo use, and messaging
- Design and implement school signage (IB posters, external signs, banners etc)
- Photograph and video events and programs, as well as maintain digital files; support school staff in coordinating external events showcasing students
- Assist Head of School and others in developing presentations and communications
- Collaborate with marketing consultants or vendors as needed
- Research and understand local demographics and competitors
- Assist Admissions team with open houses and tours
- Write or edit school communications, including the weekly all-school newsletter (Constant Contact), routine communications to inquiries and applicants, communications for emergencies
- Update website with new content, written and graphic, using WordPress; work with IT staff to ensure best practices are followed for security and backup
- Identify and promote public relations opportunities
- Ensure school databases for communications (gmail, newsletter and text systems) are maintained
- Provide support in developing materials for college counseling, curricular areas, etc.
- Supervise Marketing and Communications Assistant who specializes in producing the school newsletter, videography, social media, updating established brochures/lists/reports, and communications database maintenance



### **Development**

- Working with the Head of School and Development Committee of the Board, establish strategies and tactics in order to meet the short-term and long-term goals for fundraising
- Ensure school policies for development are communicated and understood
- Develop communications for development in general, as well as campaigns for Annual Fund, Auction, Fund A Need, Endowment, Capital Campaigns, and others as needed (print, website, social media, video etc)
- Primary coordinator and school liaison for Annual Fund campaign and Auction, ensuring parent chairpersons have a positive experience and can focus on their role, separate from the responsibilities of the school
- Utilize school development database to track donor relationships, gifts, and produce thank you letters (Little Green Light); utilize auction and event planning software (Greater Giving)
- Develop grant proposal tracking system and identify potential granting organizations and grants
- Coordinate with staff and faculty for timely submission of grant proposals
- Ensure proper grant administration, as well as provide updates to granting organizations and donors in compliance with grant requirements
- Develop and support alumni council/network and coordinate alumni events: Summer and Winter Alumni Gatherings, connect head of school/admissions/college counseling staff when traveling to alumni
- Coordinate community events: Summer Park Get Togethers, Convocation, New Parent, Staff and Trustee Mixer, Graduation, End of Year Celebration
- Serve as school liaison for Parents' Association, including collaborating with PA President, providing event support and guidance. Advise senior parents in Senior Dessert organization.
- Liaison to neighbors, The Terraces of Boise, and other organizations as appropriate

### **Other duties as requested**

- The ability to work with a strong and professional leadership team
- Co-lead outdoor trips

### **Successful candidates will have the following qualifications:**

- Bachelor's degree; preferred in Marketing, Communications, Business or a related field
- 4+ years of experience in marketing and communications in a professional environment; 2+ experience in event coordination; 1+ year development or grant-writing experience
- Strong capabilities in Word/Pages, Excel/Numbers, and PowerPoint/Keynote
- Strong capabilities in photography, video, and graphic design, with working knowledge of Adobe Creative Suite, especially InDesign
- Competencies in Constant Contact or other electronic newsletter tools and database management
- Experience with Word Press and website metrics and data analysis tools, including Google Analytics
- Exceptional verbal, written, and communication skills
- Ability to work effectively as a collaborate team member and diffuse stressful situations
- Strong organizational and leadership skills with a high attention to detail and time management
- Preference to candidates who have an understanding of admissions marketing

*Reviewed May 30, 2018*