

Director of Marketing and Communications

Gould Academy, an independent boarding school of 250 boys and girls, grades 9-PG, in Bethel, Maine, seeks an energetic and forward- looking Director of Marketing and Communications. The Director of Marketing and Communications is an integral part of the school's senior administrative leadership team, reporting directly to the Head of School. This is an exciting opportunity for an individual to work in a dynamic and creative office, driving marketing, branding, and public relations strategies across the institution. We are looking for a strategic and visionary leader with branding and market experience, who is technologically savvy and unafraid of seeking new ways to effectively message to an audience. This person will lead and collaborate with a creative staff.

Position Responsibilities

- Develop and implement strategic branding, marketing, and public relations plans and programs for the school that convey the desired brand position across print, web, and social media.
- Oversee and manage annual marketing and communications content for all channels and mediums.
- Promote consistent branding, marketing, and communications standards across the organization.
- Manage direct reports and coordinate with agencies, consultants, colleagues and volunteers.
- Collaborate closely with the Director of Admission and the Acting Director of Advancement in creative strategies that positively impact enrollment and advancement goals.
- Lead measurable advertising strategies that positively impact the admissions funnel and build the desired brand awareness for the institution.
- Provide crisis communications support and serve as institutions spokesperson.
- Serve as the media liaison. Manage, collaborate, and coordinate with the media on news stories in support of Gould's mission and brand positioning.
- Manage the department budget.
- Serve on senior administrative leadership team.
- Solicit input from stakeholders on major initiatives, manage data collections, and evaluate tactics in support of marketing and communications plans.

Qualifications

- Exceptional communications skills including writing, editing, production and public relations via print, web, and social media channels.
- Proven success managing brand and creative functions.

- Facilitate with agency relationships for the development, design and production of effective marketing communications materials required.
- Demonstrated project management skills.
- Proven media relations skills.
- Strong team player and active collaborator.
- Experience in web-based marketing, including SEO, SEM PPC, social media required.
- Ability to multi-task and manage multiple initiatives.
- Understanding of independent school, college, and/or nonprofit culture.
- At least 5 years of relevant work experience.
- Bachelor's degree required.

Salary and Benefits

This is a Full Time, exempt position. Salary is competitive and commensurate with experience. The benefits package is excellent and includes TIAA-CREF retirement benefits and full medical/dental coverage, life insurance, professional development opportunities and daily prepared meal(s).

To apply for this position please visit us on-line at www.gouldacademy.org to complete a job application. Submit it along with your cover letter and resume to HR@gouldacademy.org. You can also mail these documents to the attention of Deborah Menezes, Director of Human Resources, PO Box 860, Bethel, ME 04217.

Equal Employment Opportunities

Gould Academy does not discriminate on the basis of national origin, race, creed, color, gender, disability, or sexual orientation in the administration of its educational policies, admission, financial aid, loans, hiring process, and other school programs.