

# Pinewood School

## *Director of Strategic Marketing & Community Outreach*

**LOCATION**

Los Altos, CA

**APPLICATION REVIEW**

Early-to-mid May

**START DATE**

Summer 2026

**POST DATE**

April 7, 2026

**ON-SITE FINAL ROUND**

Late May

**REPORTS TO**

Associate Head of School

**PRIORITY APPLICATION DEADLINE**

May 3, 2026

**DECISION ANNOUNCED**

Early-to-mid June

**SALARY RANGE**

\$160,000–\$200,000





## Mission

Pinewood students seek knowledge, demonstrate character, build confidence, and experience joy in an uplifting community.

# Summary

Pinewood School is a three-campus K–12 independent school in Los Altos and Los Altos Hills, known for a student experience that is personal, participatory, and grounded in strong relationships. With approximately 600 students, split evenly between K–6 and 7–12, Pinewood offers an intentionally small environment where students are known well and encouraged to engage fully across a program that combines academic depth with opportunities in the arts, athletics, and community life.

Pinewood offers a well-developed, outstanding, and challenging academic program at its core, supported by a college preparatory curriculum spanning kindergarten through grade 12. At the same time, Pinewood's roots as an after-school arts program continue to shape its identity. Creativity, expression, and confidence are not separate from the academic experience but woven into it. Meanwhile, STEM disciplines including computer science and engineering are also a key part of the program, with students developing skills in areas such as programming, robotics, and design thinking throughout their time at Pinewood. This balance reflects a school that values both academic depth and exploration.

The director of strategic marketing and community outreach is a senior leadership role responsible for shaping and executing Pinewood's marketing strategy at a moment of visible growth and momentum. Reporting to the associate head of school, this leader will oversee how the school positions itself across digital, print, and in-person channels, ensuring that marketing efforts effectively support enrollment, retention, and community awareness. The role includes oversight of the communications team and close partnership with admissions and development. This is a fully on-site role, with a visible presence across all three campuses and active engagement in the daily life of the school.

Pinewood seeks a thoughtful and perceptive leader who brings both strategic perspective and a collaborative approach. This is a role for someone who listens closely, builds trust across a community, and can translate the lived experience of the school into messaging that is clear, engaging, and aligned. Pinewood looks forward to welcoming the director of strategic marketing and community outreach to begin later this summer.



# Values

## Purposeful Education

Our approach to education is purposeful, with a focus on fostering critical thinking, problem-solving, and effective communication. We prepare students to navigate life's challenges with confidence and resilience.

## Respect and Inclusivity

We celebrate diversity and strive to create an inclusive environment where every student feels seen and heard. Respect for others is at the core of our community, and we are dedicated to fostering an atmosphere of mutual understanding and support.

## Joyful Learning

We believe that learning should be a joyful experience. At Pinewood, we create an environment where students are excited to learn, explore, and discover the world around them.

## Uplifting Community

Pinewood is a supportive community where students, educators, and families work together to ensure everyone feels valued and respected. We believe that a strong sense of belonging is key to a thriving educational experience.

## Character Development

We are committed to nurturing individuals of strong character, who act with integrity, kindness, and respect. Our students are encouraged to lead by example and make a positive impact in their communities.



### PINEWOOD STUDENTS ARE...

- Well-Rounded
- Insightful and Critical Thinkers
- Self-Motivated
- Clear Communicators
- Respectful Individuals of Character

### PINEWOOD EDUCATORS ARE....

- Welcoming
- Inspiring
- Student-Centered
- Community-Focused
- Role Models

### DIVERSITY STATEMENT

Pinewood's Diversity, Equity, and Inclusion initiatives aspire to create an inclusive community where individuality is honored and each member feels a sense of belonging. We recognize that a deeper understanding and appreciation of the diversity in our identities, ideas, experiences, and cultures uplift all members of the community. Pinewood strives to create empathy through character building, vulnerable conversations, the pursuit of knowledge, and the sharing of joyful experiences. To this end, we are committed to teaching and practicing equity and inclusion so that our students as well as our entire Pinewood community may gain perspective and develop skills to affect positive change within our community and in the world beyond.





# A Family's Vision

Building confidence has always been central to Pinewood. Gwen Riches helped students find their voice, and we continue that tradition today. We're dedicated to creating a supportive space where every student can grow, face challenges, and build the confidence they need to succeed.

“Witnessing transformations at Pinewood in myself, my children, and in our students over the years has been a privilege beyond measure.”

**SCOTT RICHES**

President and Head of Pinewood School

When Gwen and Victor Riches moved to the rural community of Los Altos in 1955, they had no plans to start what would become an enduring institution like Pinewood School. Mrs. Riches dedicated herself to raising their five energetic children and managing their home, while Mr. Riches engaged the family in various projects—including planting pine tree seedlings that still stand along the borders of Pinewood School's Middle Campus.

The seeds of Pinewood were sown in 1959 when Victor embarked on an extended business trip to Australia. During his absence, Gwen founded a “little school” for her children and their friends, focusing on building confidence through public speaking and drama. When Mr. Riches returned, he discovered 65 children engaged in singing, painting, acting, and dancing within their home.

Recognizing the need for a properly zoned location, the school moved to State Street. Mrs. Riches adopted a phonetic-based language arts program, setting the stage

for Pinewood's academic excellence. By 1964, enrollment had grown to 350 students, and the family donated their home to support expansion.

Over the next decade, Pinewood thrived, adding a junior high, acquiring the Los Altos Hills campus in 1975, and establishing a new lower school on Fremont Avenue. In 1981, a high school was added, and by 1985, the first class graduated.

In 2007, Pinewood remodeled its Lower Campus, and in 2016, students moved into the renovated Middle Campus at the original family home site.

Though Gwen and Vic Riches did not set out to create a school, Pinewood's success remains a testament to their creativity, dedication, and vision—continuing today as a close-knit community rooted in meaningful relationships and a shared commitment to excellence.



# Key Stats

**FOUNDING YEAR**

**1959**

**LOWER CAMPUS (K-2)**

477 Fremont Avenue  
Los Altos CA 94024

**MIDDLE CAMPUS (3-6)**

327 Fremont Avenue  
Los Altos CA 94024

**UPPER CAMPUS (7-12)**

26800 Fremont Road  
Los Altos Hills CA 94022

**STUDENT COUNT**

**600**

**FACULTY**

**133** faculty & staff

**73** with advanced degrees

**ACCREDITING BODY**

WASC (Western Association of Schools and Colleges)

**MEMBERSHIP ORGANIZATION**

NAIS



**350** K-7 stars

participate in an annual performing arts production

**65%** of students

are on a Pinewood sports team

**300+**

local community service organizations partnering with students

“I have always believed that Pinewood’s teachers are the **hidden gem** of the whole school. The **welcoming community of joy, connection, and empathy** starts with the teachers modeling that to the students. Every teacher knows every student, whether they specifically teach them or not, and truly care about them both in the classroom and out.”

– Pinewood Alum and Current Parent

[www.pinewood.edu](http://www.pinewood.edu)



# Pinewood's Academic Edge

Our robust academic program is designed to challenge and inspire students at every level, from Kindergarten through 12th grade. With specialized teachers guiding each subject, students build a deep understanding of core concepts and are encouraged to think critically and creatively. This strong academic foundation prepares students for college and beyond, equipping them with the skills and confidence needed to succeed in their future endeavors.

## 1 subject = 1 teacher

Each and every subject is taught by a passionate, specialized teacher



## Performing Arts

Every student in grades K-7 participates in a class play or musical each year. In the upper grades, performing arts remain an integral part of the Pinewood experience, offering students a diverse array of outstanding options that include theater, choir, and dance.

## Athletics

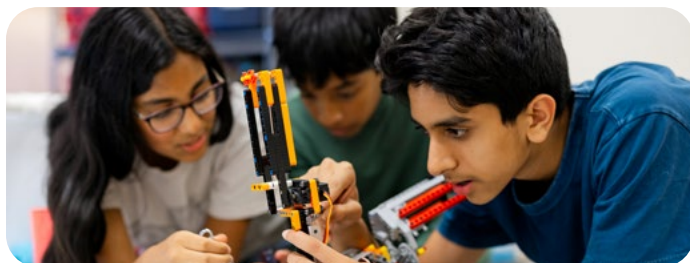
Starting in grade 4, students can participate in after-school sports, with opportunities for growth, competition, and leadership. We welcome all interested students to join a team.

## Computer Science & Engineering

Technology is integrated into the classroom experience from K-2, becomes a formal part of the curriculum in grades 3-6, and offers foundations and specialized learning opportunities in grades 7-12.

### PINEWOOD ENGINEERING AND ROBOTICS LAB

The PEARL facility (Pinewood Engineering and Robotics Lab) was designed to advance and elevate junior high and high school engineering and robotics programs.



## Leadership Opportunities

Leadership begins early at Pinewood, with 2nd graders serving on the "Buddy Brigade" and grades 3-6 participating in student council. Sixth graders lead campus events and intramural sports. In grades 7-12, students can represent their peers on the student council and apply to the Pinewood Envoy Program to engage with visiting college representatives.

## Social Entrepreneurship

The Pinewood Scholars Program in Social Entrepreneurship empowers students in grades 11 and 12 to tackle real-world challenges with creativity, focusing on social innovation, sustainability, and community impact.

## Student Life

Our K-6 students enjoy regular spirit days and competitions, while students in grades 7-12 have a full schedule of spirit days, competitions, dances, and events that build school spirit and camaraderie.

## Social-Emotional Learning (SEL)

SEL is deeply integrated into our K-6 curriculum, with Kimochis for K-2 and Wayfinder for grades 3-6, helping students develop emotional intelligence and interpersonal skills. In grades 7-12, SEL learning continues through "community days," where students engage in meaningful interactions with their peers.



# Upper Campus Modernization

The modernization of Pinewood's Upper Campus reflects our commitment to progress and innovation, creating a sustainable, cutting-edge campus with adaptable spaces that will inspire students for generations. Guided by our core values, we are thoughtfully balancing the needs of today with a vision for tomorrow to ensure our exceptional programs thrive throughout this transition. We invite you to follow our progress, explore the temporary solutions supporting our community, and see how the reimagined campus will foster new opportunities for discovery, growth, and leadership. Together, we are building a future that reflects the spirit and aspirations of Pinewood School. We invite you to [explore Pinewood's Upper School modernization](#) further.

## The Maker Space

The Maker Space is a dynamic space where students can bring ideas to life through hands-on creating, robotics, tinkering, and engineering. With access to cutting-edge tools and technology, they gain practical experience in design, prototyping, and coding. This immersive environment nurtures creativity, and a passion for STEM. By exploring, building, and iterating, students develop the skills and confidence to become the innovators of tomorrow.

## Science Classrooms

Upgraded state-of-the-art spaces designed to enhance innovation, deepen scientific inquiry, and provide students with the tools they need to excel in STEM fields. Equipped for hands-on experiments, collaboration, and real-world problem-solving, our science classrooms inspire students to think critically and explore the wonders of biology, chemistry, and physics.



## The Student Hub

A vibrant, central space designed for collaboration, learning, and connection. Whether students need a quiet place to study, a spot to brainstorm group projects, or simply a comfortable area to unwind, the Hub fosters creativity and community. Equipped with flexible seating, technology access, and resources to support academic and social growth, it's a place where ideas take shape and friendships flourish. More than just a study space, the Student Hub is where Panthers come together to learn, innovate, and build lasting connections.



## The Performing Arts Center

The Performing Arts Center provides a professional-grade space for Pinewood's talented student performers, dedicated teachers, and engaged audiences. With seating for 250, it offers an inspiring venue for theater productions, concerts, and assemblies, enhancing both the performer and audience experience. This modern space gives our students the opportunity to develop their craft in an environment that supports creativity, collaboration, and confidence, while also enriching the entire Pinewood community through the arts.



# Community Voices



**CARRIE  
MCROBBIE**  
Musical Theater (JH),  
Humanities (HS)

“Honestly, one of the coolest things about Pinewood culture is how students can get involved in just about everything.”

I came to Pinewood with a background in dance education and performance, and what has stood out to me most is the strength of the community. There is a real sense of support, from colleagues, from leadership, and from families, that makes this a safe, joyful place to work and to grow.

Because we are a smaller school, we are able to build genuine relationships with students. Everyone knows each other by name, and there are countless opportunities to connect beyond the classroom, through performances, events, and everyday interactions. That connection allows students to feel comfortable trying new things and discovering who they are.

One of the things I value most is the flexibility we have to support

students fully. Our size allows them to participate across academics, arts, and athletics, and to pursue their interests in a way that feels balanced and personalized.

I've also seen how this community comes together in meaningful ways. During the pandemic, we found creative ways to continue our performing arts program, reimagining what was possible so students could stay connected and engaged.

I'm excited about the opportunity to partner with the new Director of Strategic Marketing & Community Outreach. There are so many great stories here, and with the right collaboration, we can share more of what makes Pinewood such a special place.





**MATT STIMSON**  
Athletic Director  
(HS)

“What I really enjoy is the relationships with students, with coaches, with the whole community.”

I have been part of the Pinewood community since 2005, serving as Athletic Director, coach, and advisor. My role allows me to be present across campus, from the sidelines of games to the everyday relationships that define student life.

For me, Pinewood’s athletics program reflects the spirit of the school. One of my favorite moments is the first day of each season, when I look out and see so many of our students participating, connecting with coaches, building confidence, and being part of something bigger than themselves.

Above all, what stands out to me is the culture. We have a supportive staff and a community that shows up for students in every way. The relationships here are what make Pinewood truly special.

What really intrigues me about the director of strategic marketing and community outreach position is getting out into the community and helping people understand what we have here. It’s about connecting with families and attracting students who will truly thrive at Pinewood.

I have spent more than 20 years in education, with experience in both college admissions and college counseling. Before joining Pinewood, I worked at Castilleja School in Palo Alto, Episcopal High School in Houston, and Rice University, where I read thousands of applications and developed a deep understanding of highly selective admissions.

One of the things I value most about Pinewood is the sense of balance. It’s a place where I can do meaningful work and maintain a healthy work-life balance, which allows me to show up fully for our students and our community.

One of my favorite traditions that captures the spirit of the school is the Pinewood Jamboree. I love it because it’s a fun all-school event, and I can bring my family. Jamboree reflects how community-oriented Pinewood is, and my child has loved attending; it’s become something we look forward to each year.

I’m excited about the opportunity to work with the new Director of Strategic Marketing & Community Outreach to collaborate on new materials for our office. We have a strong foundation here, and I look forward to sharing our story in ways that are thoughtful, clear, and impactful.



**ALYSON TOM**  
Director of College  
Counseling &  
Academic Advising

“Pinewood is a place where you can do meaningful work and maintain a healthy rhythm, which allows us to show up fully for our students and our community.”



# Background & Narrative



Pinewood's history is rooted in continuity, community, and care. Since its founding in 1959, the school has grown into a three-campus K–12 institution while preserving the close relationships and personal attention that define the Pinewood experience. Its reputation has been built over time through the experiences of students and families, grounded in a community that values both connection and growth.

Pinewood's continuity is reflected in long-standing leadership and deep institutional knowledge across the school. President and Head of School Scott Riches, whose connection to Pinewood spans decades as a faculty member since 1996, an alum, and a parent of three graduates, is part of that continuity. His leadership reflects a deep understanding of the school's values and a commitment to sustaining a culture where relationships, trust, and student development remain central.

At its core, Pinewood is known for developing students who are confident, capable, and grounded. Its mission, to empower students to seek knowledge, demonstrate character, build confidence, and experience joy, comes to life in a community that values both intellectual growth and personal development. Students are encouraged to engage deeply with their learning, contribute meaningfully to their communities, and

grow into individuals who lead with empathy and purpose.

To spend time on Pinewood's campuses is to encounter a school where students are known as individuals and feel at ease engaging with teachers and peers. Across all three campuses, there is a natural ease in how students interact with one another and with adults. Classrooms, rehearsal spaces, and athletic fields all reflect a culture where students are encouraged to participate fully, take risks, and develop confidence through experience. This sense of connection is reinforced by a faculty that is deeply invested in students' development. Recent community feedback reflects this strength, including notably high belonging scores in a recent survey, affirming a culture where students feel known, supported, and valued.

Pinewood's program reflects a belief that students grow through both challenge and opportunity. Academic expectations are high, clear and supportive, and students are encouraged to take ownership of their learning. At the same time, the arts, athletics, and extracurricular experiences are integral to daily life. Students might perform in a production, compete on a team, and engage deeply in academic work, all within the same week. This breadth is central to how the school defines student growth.

Pinewood is entering an important moment in how it presents itself to the outside world, and now seeks a director of strategic marketing and community outreach to lead this work. The experience of the school, its relationships, its breadth of opportunity, and the confidence students develop over time, is deeply felt within the community. At the same time, there is an opportunity to express that experience more clearly to prospective families, particularly at key entry points in the upper grades, and to ensure that the depth of the academic program is fully understood alongside the school's emphasis on the whole child. This role will lead a more intentional and strategic approach to marketing across digital, print, and in-person channels, developing and executing campaigns and initiatives that position Pinewood effectively with prospective families and support both enrollment and long-term retention.

There are also exciting initiatives underway for Pinewood to showcase. The ongoing modernization of the Upper Campus marks a significant moment for the school. Through an ambitious capital campaign that has already raised \$61.5 million toward its \$65 million goal, the school community has demonstrated remarkable commitment to Pinewood's future. This work is transforming the Upper Campus into a more dynamic environment for learning, collaboration, and student life, with new and renovated spaces designed to support growth in areas such as STEM, performing arts, and student wellness. These investments build on earlier enhancements to the Lower and Middle campuses, creating a more cohesive K–12 experience and a more visible expression of the school's commitment to its future.



In a competitive local landscape, visibility and clarity of message play an increasingly important role in how families come to understand and choose a school. Pinewood has a vibrant and engaged community, as well as a distinctive program, and is well positioned to build on both by presenting itself with greater consistency and intention across its three campuses.

At present, responsibility for messaging the school's mission is shared across several teams. Admissions, communications, and development each contribute to how Pinewood tells its story, with thoughtful work happening in many places. This creates an opportunity to bring greater alignment and shared direction, ensuring that the school's messaging reflects a cohesive and well-articulated point of view.

The director of strategic marketing and community outreach will play a central role in this next chapter. Reporting to the associate head of school, this leader will oversee the school's marketing and communications function and lead the development and execution of Pinewood's marketing strategy across digital, print, and in-person channels. This includes planning and implementing campaigns and initiatives, evaluating their effectiveness through data and analysis, and refining strategy over time to support enrollment, retention, and community awareness. The director will supervise the other members of the Marcom Department, which currently includes a director of communications and a part-time associate director of communications and marketing.

This is a role that requires the ability to bridge strategy with hands-on leadership. The director will set the marketing



## Interview with the Associate Head of School



**KYLE RICHES**

We invite you to [watch our conversation](#) with Kyle Riches, associate head of school, who reflects on the character of the Pinewood community, the school's approach to educating students, and what he is looking for in a director of strategic marketing and community outreach.

strategy while also contributing directly to its execution, working across admissions, development, academic leadership, athletics, and the arts to ensure that the school's daily work is showcased with clarity and consistency for internal and external stakeholders. From first inquiry through enrollment and student retention, this work will shape how families come to understand and experience the school.

In the first 12–18 months, the work will center on clarifying Pinewood's value proposition, strengthening alignment across teams, and elevating how the school's program and community are represented externally. Just as important, it will involve building relationships across the school and establishing shared ways of working that support clarity and consistency over time.

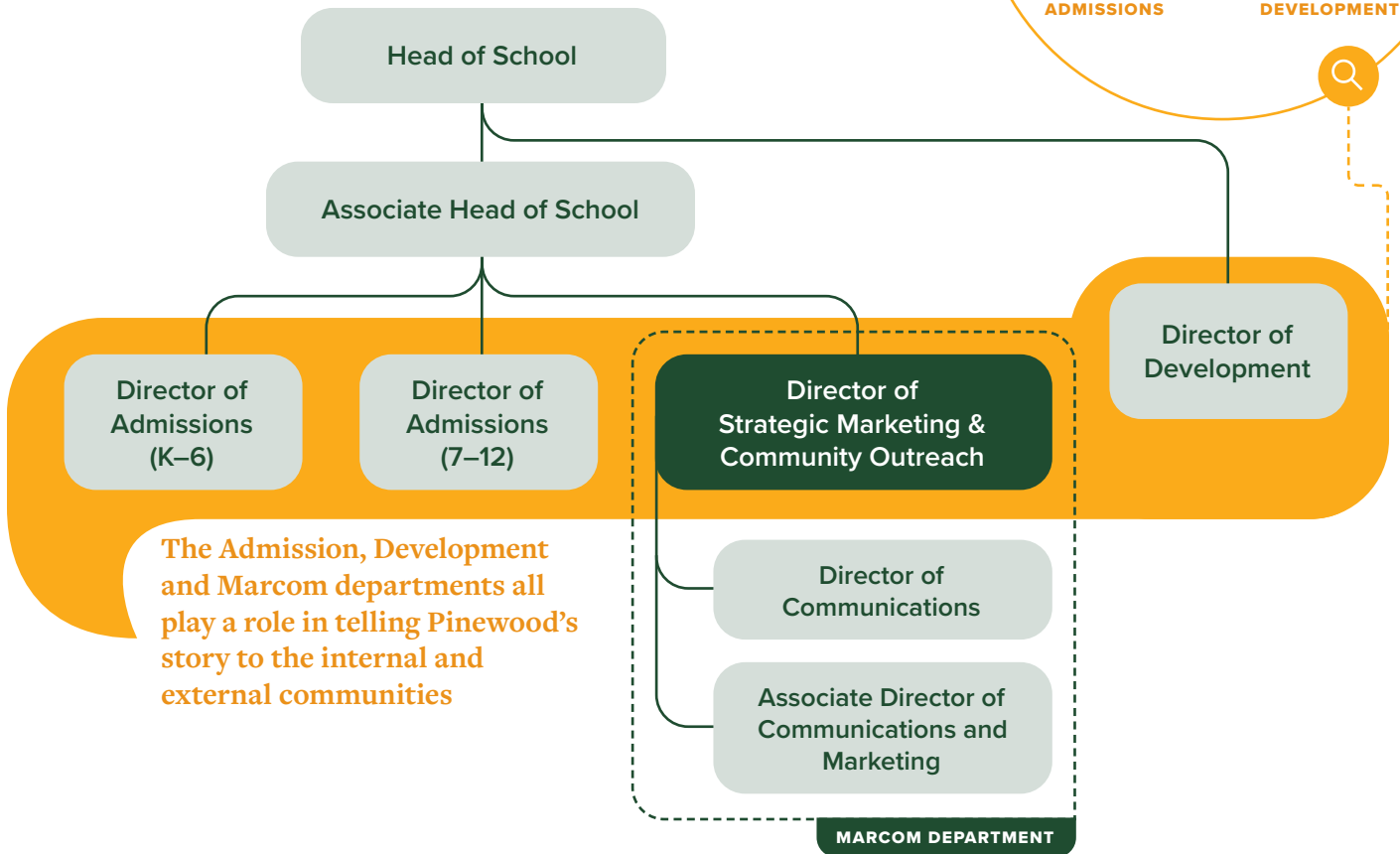
The ideal candidate brings both domain expertise and the relational approach Pinewood values: a solid foundation in marketing strategy, storytelling, and digital engagement, paired with emotional intelligence, curiosity, and a collaborative spirit. Pinewood is seeking a leader who is both thoughtful and action-oriented, someone who can see the big picture, translate ideas into execution and bring others along in the process.

This is a role for a leader who is both strategic and present. The director will spend time across all three campuses, engaging with faculty, students, and colleagues to understand what defines the Pinewood experience and how best to express it. Success will come from the ability to bring clarity to the school's narrative while building the relationships needed to sustain that work over time.



# Key Partnerships with Other External Departments

The director of strategic marketing and community outreach will work closely with the directors of admissions (K–6 and 7–12) and the director of development to shape Pinewood’s marketing and communications approach. Together, these areas contribute to how the school presents itself to families from initial inquiry through graduation, engages its current community, and communicates its value more broadly.



## Areas of Focus for the Marcom Department

<p><b>Set and articulate marketing strategy</b></p> <p>Define Pinewood’s positioning and ensure that its value is expressed with clarity and consistency across audiences, particularly at key enrollment entry points.</p>	<p><b>Increase visibility in a competitive local market</b></p> <p>Expand Pinewood’s presence among mission-aligned families and strengthen its position within the Bay Area and broader independent school landscape.</p>	<p><b>Bring alignment and build systems and structures</b></p> <p>Create alignment across admissions, development, and academic leadership, and establish the systems and structures that support clear and coordinated communication.</p>
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# Duties



## Strategic Marketing & Storytelling

- Define and lead how Pinewood presents itself across all external communications, including the website, social media, and publications, ensuring a clear and consistent expression of the school's identity.
- Set direction for content creation and social media, ensuring consistency, clarity, and alignment with the school's broader marketing strategy.
- Contribute directly to content development, capturing moments from across all three campuses and shaping them into engaging narratives.
- Monitor performance across marketing efforts, using data and analytics to assess effectiveness and inform ongoing strategy.
- Report to the associate head of school and perform other duties as assigned.

## External Communications & Community Outreach

- Grow Pinewood's presence and outreach with current families, prospective families, alumni, and the broader Bay Area community.
- Cultivate relationships with feeder schools, local organizations, and community partners to extend the school's visibility beyond its campuses.
- Identify and elevate moments that reflect the student experience to effectively position and promote the school.

## General Administration & Departmental Leadership

- Supervise and support the other members of the Marcom Department, providing direction and clarity around priorities.
- Assess and refine how communications work is planned and coordinated across the school, supporting greater clarity and alignment.
- Work closely with the directors of admissions (K–6 and 7–12) to shape how Pinewood is introduced to prospective families and experienced throughout the enrollment process.
- Partner with the director of development to effectively communicate the impact of giving and the momentum of the school's capital investments.
- Engage with division heads and program leaders to ensure that the distinct experiences of each campus are consistently represented.



# Qualifications



## Professional Qualifications

- Experience leading marketing in a school or mission-driven organization
- Demonstrated ability to develop clear, engaging messaging
- Experience overseeing or guiding communications functions and small teams
- Familiarity with digital platforms, including websites and social media
- Experience working collaboratively across departments and functions
- Comfort operating in a role that combines strategy with hands-on execution
- Bachelor's degree from an accredited college or university; advanced degree preferred

## Leadership & Personal Qualities

- A relationship-centered presence and an eagerness to step away from the desk to build trust with colleagues, families and in the community
- A clear and thoughtful communicator in writing, conversation, and presentations
- Initiative and creativity paired with the discipline to build repeatable systems and templates that keep the work sustainable
- Comfort working collaboratively across departments, aligning messages and strengthening the overall family experience
- Commitment to being an engaged member of the school community in a fully on-site role that requires regular presence on all three of Pinewood's campuses
- Discretion and professionalism in a school setting, with respect for student and family privacy
- Exceptional attention to detail



# How to Apply

12M & Ed Tech Recruiting is acting on behalf of Pinewood School to identify exceptional marketing leaders to fill this extraordinary opportunity. Direct inquiries to:

[jobs@12MRecruiting.com](mailto:jobs@12MRecruiting.com)



Applications submitted by **May 3, 2026** will receive priority review.

All applications must be submitted online:

[www.12MRecruiting.com/jobs/Pinewood](http://www.12MRecruiting.com/jobs/Pinewood)

## AN APPLICATION REQUIRES SUBMITTING FOUR PDFS:

1. Cover letter introducing yourself to the Pinewood School search committee
2. CV or resume
3. A reference list of four or more individuals who could speak on your behalf if you were to progress further in this search (include each person's name, current organization, title, phone number, email, and past connection to you; we will not contact anyone on your reference list without obtaining your permission first)
4. A response to the following prompt:

In no more than a paragraph or two, how can a good marketing strategy complement and inform a school's approach to community outreach, and vice versa?

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