Job Title – Director of Communications and Marketing

Department – Institutional Advancement  
Reports to – Director of Institutional Advancement

Job Type – Permanent/Full-Time  
Supervises – N/A

FLSA – Exempt/Salaried  
Effective – 4/2016

General Purpose

Reporting to the Head of School, the Director of Communications will set and guide the strategy for all communications, website, and public relations messages and collateral to consistently articulate the School’s mission. The Director of Communications will ensure that Brownell-Talbot is viewed as the leader in Omaha education for grades preschool through 12, is the lead disseminator, and conduit of all information within its constituent base.

The Director of Communications will work closely with all organization-wide groups as the communications partner on a variety of strategic initiatives.

Key Tasks and Responsibilities

The Director of Marketing and Communications will create and lead Brownell-Talbot’s integrated brand marketing strategy to advance the reputation of Brownell-Talbot as a leader in private, independent school education through its mission to learn passionately, think critically, act responsibly and lead with integrity.

This position provides strategic direction, oversight and resource management to define and enhance Brownell-Talbot’s brand position, raise awareness of its distinctive attributes and effectively engage key constituent groups including students, parents, alumni, donors, faculty, staff and other key internal and external constituents.

Responsibilities:

● Develop, implement, and evaluate the annual communications plan across the School's audiences in collaboration with internal teams and constituents

● Lead the generation of online content that engages audience segments and leads to measurable action. Decide who, where, and when to disseminate

● Put communications vehicles in place to create momentum and awareness as well as to test the effectiveness of communications activities

● Manage the development, distribution, and maintenance of all print and electronic collateral including, but not limited to, newsletters, brochures, and website

● Mentor and lead the team(s) responsible for the School’s website administration and coordination
• Manage web page maintenance—ensure that new and consistent information (article links, stories, and events) is posted regularly
• Track and measure the level of engagement within the network over time
• Manage the development, distribution, and maintenance of all print and electronic collateral including, but not limited to, newsletters, brochures, annual report, e-newsletters, and website
• Manage annual meetings that engage the School’s diverse audiences
• Serves as lead role for all media contacts
• Advise Head of School and Board on timeliness of communication to gain maximum readership and action

Education and Training

• College degree in communication, marketing or related field
• 5 + years of experience in communication or related field

Knowledge and Experience

• A minimum of five years of progressively responsible experience in marketing and communications.
• Ability to demonstrate knowledge of brand development and new media channels, as well as an understanding of current marketing and communications trends.
• Have a track record of developing and leading successful marketing and communications campaigns that achieve specific, measurable results.
• Ability to utilize current industry tools for research, writing, design, video, photography and online communications.
• Demonstrate strong creative messaging and problem-solving skills.
• Ability to work effectively with multiple constituencies.
• Exhibit a strong work ethic, positive demeanor and collaborative work style.

Personal Qualities

• Acts as a model of integrity
• Understands and maintains professional boundaries between students and teachers and staff
• Respects confidentiality
• Has a sense of humor and keeps things in perspective
• Exercises patience and good listening skills
• Flexible and has the ability to work under pressure
• Keeps a positive attitude
• Works effectively with teams, while at the same time can work independently
• Able to diplomatically solve problems and work with different constituencies
• Sensitive to cultural, gender, and economic diversity

Working Conditions

WHILE PERFORMING THE DUTIES OF THIS POSITION AN INCUMBENT MAY BE REQUIRED TO:

• Regularly remain sedentary for long periods of time in meetings and while processing information and paper work both manually and on a computer.
• Reach with the hands and arms and use of hands to finger, type, and manipulate a computer keyboard and mouse.
• Additionally, the incumbent must be able to converse in clear English both written and orally, over a telephone and in person.
• Be able to make public presentations.
• Occasionally, incumbent may be required to lift up to 25 pounds, traverse uneven terrain and climb stairs while moving about campus, bend and stoop, conduct tours and show visitors campus facilities.
• Provide his/her transportation for local and remote events.
• Work hours vary and may include days, nights, and weekends.

Brownell-Talbot School will consider reasonable accommodations, for individuals with disabilities, to enable them to perform the essential functions and duties of this job.