



Position Available:
Marketing & Communications Associate
Beginning: July 1, 2023

The Marketing & Communications Associate will manage the internal and external communication for the School. Their primary responsibility will be development and implementation of mission-aligned marketing content that is consistent with the vision of the School. This individual must be a proactive self-starter, a creative problem-solver, a strategic thinker, and an extremely organized, detail-oriented multi-tasker. Working as a part of a team, the Marketing & Communications Associate will bring their voice, experience and best practices to the role, engaging community members in the ongoing branding of the School. This is a full time twelve month position.

Responsibilities

- Report to the Director of Development and work closely with the Admissions Director and the Advancement Associate to strategize and implement the school's marketing and communication plan
- Manage the design and execution of advertising, digital, email, direct mail, collateral and signage
- Keep the school's brand image at the forefront of all communications and marketing efforts
- Manage, grow, and strategically deploy the School's media library, including the coordination of photo and video shoots as necessary
- The maintenance and on-going refreshment of the website with support from outside developer
- Oversee and execute a vibrant and consistent Social Media presence, including paid ads
- Coordinate the planning, writing and oversee the design of the biannual Independent Magazine
- Manage the marketing of auxiliary programming including after care, summer camp and other
- Coordinate the School's weekly digital Newsletter and other email communications as necessary
- Support the coordination and execution of Annual Auction with the Advancement Associate
- Design and produce the yearbook
- Oversee the online sales and bulk purchasing of branded apparel and merchandise
- Manage regular communication and reporting to the Head of School

Minimum Qualifications

- A bachelor's degree and two to five years of responsible marketing or communications management experience, or an equivalent combination of education and experience, sufficient to perform the essential functions of the job.

- Experience in or knowledge of the culture of independent schools, especially a (PS, PK, or) K through Eighth Grade school is a plus.
- Strong communication, interpersonal, and networking skills.
- Experience in Canva, WordPress, Mailchimp, iMovie
- Experience managing social media in a professional setting.
- Ability to work independently and collaboratively.
- Publication experience is a plus.
- Ability to work evenings and occasional weekends as needed.

Expressing a positive attitude, interest in personal development, ability to work collaboratively on a team, and ability to receive and implement feedback as well as maintaining flexibility and demonstrating a willingness to adapt throughout the year is important. This is a full time twelve month position.

St. Peter's School Mission and Diversity Mission Statements:

To honor the richness of childhood, foster mastery of academic principles, and educate students to be generous and committed citizens of their communities and the world.

St. Peter's School is committed to engaging and preparing students for meaningful participation in a diverse society.

We commit ourselves to the active pursuit of recognizing and honoring each person's voice and to fostering a school environment that embodies the values of equity, inclusion, and justice for others, with respect to race, ethnicity, culture, religion, socioeconomic status, ability, gender identity, and sexual orientation.

While a Master's degree is not required, advanced coursework or training is preferred, as well as previous independent school experience. Salary will be determined based on experience and education. For more information, please visit our website at www.st-peters-school.org. Interested candidates should send a cover letter, resume, and a list of three references via email with the subject line, "Marketing & Communications Position" to sps@st-peters-school.org

St. Peter's School is an equal opportunity employer and does not discriminate on the basis of race, color, religion or creed, national or ethnic origin, gender, gender identity, sexual orientation, genetic background, age, disability, or military service in its hiring, employment or other programs and activities.