



## **Title: Director of Communications**

The Director of Communications is responsible for creating and executing a comprehensive communications strategy and implementing all external and internal communications, including overseeing marketing campaigns and vendors, website management, social media management and print/digital collateral. This position manages the Parent Council, the school's parent volunteer organization, and is responsible for the coordination of school events. The Director of Communications works closely with the Head of School, Division Heads, Director of Development and Director of Enrollment and serves on the Marketing Committee.

The Director of Communications will promote the Grosse Pointe Academy and further strengthen its reputation in existing markets as well as establish a presence in new ones to attract and enroll mission appropriate students.

## **Reports to: Head of School**

### **Responsibilities Include:**

- Help determine and manage partnerships with marketing agencies and vendors to ensure campaigns and messaging align with the school's brand and mission
- Manage the school's social media channels - Facebook, Instagram, YouTube and LinkedIn, proactively working with all divisions to create newsworthy content
- Act as school liaison for the Parent Council. Work with Parent Council Chairs and Room Parents to plan and coordinate class parties and various Parent Council school events (approximately 20 per year), including the Daddy Daughter Dance, Spirit Nights and the Grosse Pointe Santa Parade
- Collaborate with the Development department to create and implement strategies to engage alumni and past families
- Collaborate with the Director of Enrollment to create and implement strategies to attract prospective families, and create and market events or programs that engage the greater community
- Manage the school website. Must have knowledge of or be willing to become an expert on the school's website design platform (Finalsite Composer), to create and maintain web pages. Update pages as requested by various departments.
- Manage internal photography database for marketing and yearbook use. Coordinate photography for school events, including class plays, classroom activities and all-school events
- Copywriting, editing or proofreading work as needed
- Use Canva or other design platform to create social media posts, event flyers and banners
- Work with the Director of Finance and Operations to ensure expenses are within the designated budget
- Attend all faculty/staff, marketing committee, strategic planning and Board of Trustees meetings  
Provide Board and quarterly reports, including data from Google Analytics and social media platforms

### **Specific Duties:**

- Internal Communications
  - Liaison for faculty/staff news, including births, deaths, achievements and job changes
  - Improve awareness of events and happenings across all departments
  - Write and send emails as assigned by the Head of School
- Parent/Family Communications

- Send emergency communication - i.e. snow days and other school closures
- Responsible for all school texts and upkeep of SMS database
- Create and distribute biweekly parent newsletter and upkeep of database
- Write and distribute emails, as requested by the Head of School or Division Heads
- External Communications
  - Create promotional materials, including paid advertisements, for distribution to the community and prospective families including academic programs, summer camps and community events
  - Review, proof and approve all marketing material for Admissions and Development, including Alumni, Academy Fund and Parent Council, by ensuring materials align with marketing strategy
- Parent Council Management
  - Facilitate Room Parent sign-up and work with Room Parents on coordination and messaging of class parties and school events
  - Work with Parent Council Chairs to manage and implement various school events
- Website Management
  - Regularly review the website for accurate content, especially dated events, and implement changes. Create and publish new content.
  - Upload documents as requested (health forms, emergency drills, lunch menus, etc.)
- Social Media Management
  - Create and implement social media strategy and content, including photographs and video, according to branding strategy on Facebook, Instagram and LinkedIn
  - Utilize Hootsuite for posting and data

### **Experience, Qualification & Attributes**

- A bachelor's degree in communications, marketing or public relations and prior experience working in education is highly desired
- Candidates must have at least five years of experience in the marketing field, be excellent writers and presenters with impeccable attention to detail, be forward-thinking and self-motivated and able to effectively collaborate in a team environment.
- Candidates must be proficient in G-Suite and able to work with other cloud-based software
- Maintains a high level of confidentiality

### **\* Other duties as assigned by the Head of School**

### **\* Duties are subject to change**

This full-time position reports to the Head of School, and serves as a member of the Administration Team. Please submit a letter of interest, resume and references to [hr@gpacademy.org](mailto:hr@gpacademy.org)