



Job Title: Director of Marketing and Strategic Communications
Department: Marketing and Communications
Reports To: Head of Schools
Status: Exempt, Senior Administrator, Full-time, Benefited

SUMMARY

The Webb Schools, a boarding/day high school of 400 students located in Claremont CA, seeks a dynamic, experienced marketing professional for a Senior Administrative Position in marketing and strategic communications. The Director of Marketing and Strategic Communications reports directly to the Head of Schools and works collaboratively with the Director of Admission and Enrollment and the Director of Institutional Advancement. The Director of Marketing and Strategic Communications is responsible for planning, developing, and managing the marketing and communication strategies for The Webb Schools and the Raymond M. Alf Museum of Paleontology, a unique earth science institutional and community resource in the middle of the campus.

PRIMARY RESPONSIBILITIES

As the leader of the school's communication and branding efforts, this position will focus on admission and development marketing as well as working with the Senior Team, Head of Schools and Board of Trustees to develop comprehensive and strategic communication plans for the institution.

This includes, but is not limited to, the following:

- Bring innovative and new ideas to the school regarding marketing, communications, and branding.
- Continue to facilitate and lead branding and marketing rollout. Manage style/branding guide for entire school community.
- Develop a strategy to keep the school community and its supporters informed, continually engaged, and invested.
- Identify and build relationships with new and existing media partners.
- Develop and manage mission-centered content for print publications, website, social media, video productions, campus and off-site events, presentations at educational conferences, and placements in outside media (print, radio, television, social media).
- Develop and manage in conjunction with the admission and financial aid office, specific marketing and communications materials that lead to increased interest and enrollment of targeted constituencies in the region, nation and across the globe.
- Develop and manage in conjunction with the advancement office, specific marketing and communication plans related to fundraising, alumni relations and parent relations.
- Develop and facilitate internal and external strategy and communications emanating from the Office of the Head of Schools.
- Develop, plan, and manage activities and materials promoting The Centennial.
- Manage and maintain website content.
- Develop a comprehensive annual communication plan and manage an institution-wide marketing and communications calendar.
- Develop and manage specific media campaigns related to Summer Programs.
- Develop and manage specific media campaigns related to the Alf Museum.

- Plan and promote the appearance of key senior staff in media and at events and assist in speech writing and presentation preparation.

OTHER RESPONSIBILITIES

- Provide leadership and supervision to marketing and communication staff. Oversee the priorities and work of the Director of Digital Communications as well as freelance writers and vendors.
- Provide leadership to the Senior Team and Board of Trustees on crisis communication strategies as needed.
- Regular regional, national and international travel required.
- Regular event leadership and attendance required.

PROFESSIONAL QUALITIES OF WEBB FACULTY & STAFF

- Contributes to the delivery of the mission, vision, and values of the school community.
- Follows community policies and procedures and models positive behavior.
- Works effectively as a team member and develops professional and productive relationships with colleagues.
- Understands boundaries and embraces responsibility for the care of students *in loco parentis*.
- Promotes a trust-based community by keeping appropriate confidences.
- Manages time effectively and meets deadlines and commitments.
- Communicates and responds to all school communications in a timely manner.
- Demonstrates flexibility and adaptability to change as needed.

QUALIFICATIONS AND SKILLS REQUIRED

- Five or more years of significant experience in marketing and/or communications, with a track record of bringing innovative and new ideas to enhance an institution's stature and reputation. Preferably for a school, college or university, or commercial organization
- Fluency in the realm of public relations and media relations
- Ability to build and implement a high-performing marketing and communications plan
- Excellent organizational and analytical skills including high-level project management experience
- Ability to build and motivate high-performing teams to accomplish goals
- Exceptional written and verbal communication and interpersonal skills

OTHER REQUIREMENTS

A valid California driver license with a satisfactory driving record is required. A criminal background check must be successfully completed before employment can begin.

PHYSICAL REQUIREMENTS

The physical requirements of this position are those needed to successfully fulfill the job duties and responsibilities articulated above. As prescribed by law, reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of this position.

Interested candidates should send their cover letter and résumé to:

Rachelle Sesma, Director of Human Resources

careers@webb.org

Fax: (909) 482-5272

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