



## **Director of Marketing and Communications**

Sacramento Country Day School, the regional leader in PK-12th grade independent school education since 1964, seeks a Director of Marketing and Communications.

### **Position Overview**

Sacramento Country Day School seeks a strategic, creative, thoughtful, software and tech-savvy communications professional to serve as our Director of Marketing and Communications. The Director is charged with leading the overall strategy for all communications and marketing efforts on behalf of the school.

The successful candidate will have experience (preferably in an independent school or similar non-profit) managing internal and external communications and marketing efforts. The role requires exceptional written and verbal communication skills, as well as an eye for graphic design in both print and digital formats. Website content management skills, multi-media campaign experience, social media strategy, and a knowledge of brand marketing are preferred. Excellent organizational skills, a positive attitude, and the ability to think big picture is a must.

### **Primary Responsibilities**

- Plan and implement a comprehensive marketing and communications strategy to further the work of the Admission and Advancement Offices.
- In cooperation with the Head of School, Director of Admission, and Director of Advancement, review, evaluate, and update marketing campaigns to further support the goals of the school.
- Manage, maintain and implement all communications, branding, and public relations plans and programs.
- Create, manage and direct the production of all school publications, including but not limited to weekly emails, social media posts, the Annual Report, event marketing programs, Parents' Association materials, etc.
- Maintain common brand, editorial and graphic standards across all school publications (print and digital), campus signage, and spiritwear.
- Write, update, field and analyze yearly market surveys to include key stakeholders - candidates, current parents, alumni, and staff.
- Maintain and manage an integrated online presence, including the school's social media accounts and the school's website content.
- Manage all media relations, including writing and distributing press releases, cultivating relations with local media, and overseeing ad buys.
- Oversee, manage and coordinate photography, videography, multimedia libraries to create and generate media content across marketing channels.
- Manage the Communications and Marketing budget.

- Maintain relationships with external vendors - website, photographers, graphic designers, and printing firms.

### **Skills and Qualifications**

- Bachelor's degree and a minimum of five (5) years Communications and Marketing experience required.
- Technical skills that support the essential job duties and responsibilities as described above.
- Ability to write, edit and design for professional publications, community news bulletins, and social media sites.
- Demonstrated experience with photography, videography, website content management and design, and social media marketing.
- Proven track record as an independent and goal-oriented manager with a dedication to meeting deadlines.
- Knowledge of branding, school or product marketing, and/or public relation campaigns preferred.
- Strong organizational skills, the ability to work across multiple stakeholders, and a positive attitude is a must.

Country Day School embraces the ideals of a liberal arts education. We encourage our students to develop the full range of their capabilities – intellectual, physical, creative, social, and moral, and we cultivate in them the habits and skills that will enable them to lead fulfilling lives. Sacramento Country Day School teachers are active in the school community, many serving as advisors, trip chaperones, and coaches. The ideal candidate will add strength to a wide range of programs and embrace a diverse and powerful learning community.

School requirements include: background check, First Aid/CPR trained (school-sponsored), negative TB result.

### **To Apply**

Salary and benefits are competitive with other independent schools. Please send a cover letter, statement of educational philosophy, and a current resume with 3-5 references to Lee Thomsen, Head of School, at [lthomsen@saccds.org](mailto:lthomsen@saccds.org).