



Job Description: Communications Director

Position Title	Department	Reports to
Communications Director	Marketing/Communications	Marja Brandon
Employment Status	FLSA Status	Effective Date
<input type="checkbox"/> Temporary <input checked="" type="checkbox"/> Full-Time <input type="checkbox"/> Part-Time	<input type="checkbox"/> Non-Exempt <input checked="" type="checkbox"/> Exempt	Immediate Hire

OVERVIEW OF WOODLAND SCHOOL

Located just west of Stanford University, Woodland is an independent day school that offers a joyful approach to learning in a diverse, respectful, and inclusive environment for approximately 300 students in early childhood through eighth-grade. We have two sections of each grade level K- 8 with class sizes that average from 14-18 per class.

Woodland School specializes in education that inspires students by nurturing each individual's voice, intellect, and character. With rich content and an emphasis on inquiry-based and student-driven projects, students are empowered and encouraged to be active and engaged learners.

Our students' innate sense of wonder is the foundation of learning at Woodland School. Teachers craft meaningful, multisensory learning experiences which enable creativity, ingenuity, and deep interdisciplinary connections. Students explore and develop complex understandings that engender a sense of self and purpose in the world.

Woodland School's faculty create a school environment that is as supportive and nurturing as it is challenging, and they embody the core values of the school—stewardship, integrity, curiosity, resilience, equity, and respect. Our teachers apply best practices through collaboration, integrated curriculum, brain-based teaching and learning methods, and continued professional development. Our teachers are themselves learners, constantly searching for ways to improve their practice. A robust professional development program supports our faculty by connecting them to the best practices in pedagogy, curriculum development, educational technology, and student assessment.

Woodland School is dedicated to the goal of building a culturally diverse and pluralistic faculty committed to teaching and working in a multicultural environment and strongly encourages applications from candidates who reflect such diversity.

POSITION OVERVIEW

The Director of Communications is responsible for developing, implementing, and analyzing comprehensive communications and marketing strategies in order to strengthen awareness and understanding of Woodland School. S/he must have the ability to think creatively, strategize thoughtfully, and work collaboratively. The role involves time and project management, as well as writing, design, and creative work. Both thought leader and implementer, s/he must keep an eye on the big picture while implementing tactics that build brand awareness, attract more qualified inquiries and applicants, and encourage constituent loyalty in the form of retention and fundraising. The Communications Director reports to the Head of School, sits on the administrative team, and works in close collaboration with the Directors of Advancement and the Admission Team.

POSITION SPECIFICS

1. Leadership

- Act as brand evangelizer internally and externally
- Manage multiple projects under strict deadlines, balancing strategic and tactical plans
- Counsel the school's leadership in all matters of communication

2. Strategy Development, Planning and Reporting

- Develop an integrated marketing plan that includes internal and external communications, outbound and inbound marketing, online and print collateral, paid and organic social media
- Maintain and analyze digital metrics, such as website traffic, email open rates, and social media figures; liaise with Directors of Advancement and Admission to understand their quantitative and qualitative goals
- Understand key audiences including internal and external parent communities
- Demonstrate a significant understanding of the independent school landscape and how to position and strengthen the Woodland School brand
- Prepare and manage the communications budget

3. Relationship Management

- Maintain a strong team relationship with the Directors of Institutional Advancement and the Admissions Team to support fundraising and recruiting efforts
- Work collaboratively with teachers and administrators to underscore the merits of the school's programs
- Support the Head of School as primary chief-communicator and brand ambassador
- Build relationships with parents and students to strengthen communication and foster community
- Identify and pursue relationships with local press
- Vet, hire and manage third-party agencies as necessary

4. Content Production

- Oversee the school's design and production of all marketing materials, including print and online collateral, paid and social media
- Maintain best-in-class online presence, including public-facing website and social media
- Develop content for placement in all of the above; this includes writing text; photography, taking and editing video
- Write articles to enhance Public Relations, like press releases and articles for placement in education publications
- Plan and execute all advertising campaigns, including web, SEO/SEM, email, social media, and print
- Design, prepare, and distribute e-Newsletters for current and prospective families

MINIMUM QUALIFICATIONS (KNOWLEDGE, SKILLS, AND ABILITIES)

We seek a dynamic individual who works collaboratively and creatively with colleagues. Candidates should be passionate about communications and marketing and be excited to work in a school community.

- Bachelor's degree in marketing, communications, public relations or a related field
- Significant independent school communications experience
- Demonstrated leadership, creativity, and collaboration
- Experience working with outside vendors
- Strong writing and communication skills
- Familiarity with new and emerging media and their marketing use

- Strong interpersonal and collaboration skills with the ability to communicate effectively and respectfully with all constituents.
- Excellent verbal and written communication skills are required.
- Promotes the use of multiple methods in solving problems, identifying more efficient strategies and generalizing principles to a broad variety of applications.
- Demonstrated professional behavior, including discretion, judgment and integrity.
- Effectively interacts with a diverse population of students and faculty.
- All prospective employees must be able to clear a background check, LiveScan fingerprinting and TB screening.

PHYSICAL DEMANDS AND WORK ENVIRONMENT

The position can be physically demanding. Reasonable accommodations may be made if requested in advance.

HOW TO APPLY

Candidates for this position should submit a cover letter, resume, and contact information for a minimum of three references. Please combine all documents into a single PDF and send to HR@woodland-school.org.

NOTE

This job description in no way states or implies that these are the only duties to be performed by the employee(s) incumbent in this position. Employees will be required to follow any other job-related instructions and to perform any other job-related duties requested by any person authorized to give instructions or assignments. All duties and responsibilities are essential functions and requirements and are subject to possible modification to reasonably accommodate individuals with disabilities. To perform this job successfully, the incumbents will possess the skills, aptitudes, and abilities to perform each duty proficiently. Some requirements may exclude individuals who pose a direct threat or significant risk to the health or safety of themselves or others. The requirements listed in this document are the minimum levels of knowledge, skills, or abilities. This document does not create an employment contract, implied or otherwise, other than an “at will” relationship.

Woodland School does not discriminate on the basis of race, color, religion, sex, sexual orientation, gender identity or national origin in the administration of its educational or admission policies, financial aid distribution, or other school programs. Woodland School is dedicated to the goal of building a culturally diverse and pluralistic faculty committed to teaching and working in a multicultural environment and strongly encourages applications from candidates who reflect such diversity.

www.woodland-school.org