Title: Director of Marketing and Communications

Department: Administration

Reports to: President

Status: Exempt

Position location: Georgetown Prep, North Bethesda, Maryland

**Tradition**

Founded in 1789, Georgetown Preparatory is a Jesuit, Catholic college preparatory day and boarding school for young men, in North Bethesda, Maryland. Prep’s commitment to the 450 year-old Ignatian paradigm of a rigorous liberal arts curriculum emphasizes reflection, discernment, scholarly and programmatic excellence and personal responsibility. The curriculum exposes students to a breadth of knowledge and calls for critical evaluation and self-examination. Students are taught in small classes where they participate in active discussion with teachers and an atmosphere of genuine concern for the personal growth of the individual is fostered.

**Summary of Position Purpose**

Georgetown Preparatory School announces the new position of Director of Marketing and Communications to develop and implement an integrated, marketing and communications strategy to ensure that Georgetown Preparatory School cultivates, maintains and strengthens relationships with all constituents, while maintaining the School’s Ignatian Jesuit identity and founding principles. The general purpose for this plan of action is to increase audience knowledge and awareness of Georgetown Prep, and specifically, to assist in the School’s efforts to recruit outstanding students, faculty and staff, raise financial and volunteer support, assure parent satisfaction, promote auxiliary programs and build goodwill in the community, including among the alumni, colleges and universities. The Director will report to the President of the School and will work closely with senior administrators, rendering advice and counsel for all external and internal communications.

**Position Description**

The Director of Marketing and Communications will function as a member of the senior administration with responsibility for a centralized marketing and communications effort, serving the entire institution and its various departments and offices, overseeing a continuous process of marketing research, planning, creative implementation and assessment.

All Georgetown Prep offices and departments (Headmaster, Admissions, Development, Alumni Relations, Residential and Student Life, Parents Club, Summer Programs, Registrar, College Counseling, Athletics, Human Resources, etc.) will plan their print ordering, publications, web, events and public relations needs under the direction of the Communications Office.

The Director will serve as a liaison to outside vendors and professional designers and coordinate in-house approvals from initiating offices. The Director will also partner with in-house users on audience, schedule, content, budget, and other matters pertaining to communications project planning and implementation. The Director will oversee the budget for communications in collaboration with other departments. This is a supervisory position, including supervision of any potential intern positions focusing on public relations and general office support. The Director will supplement staff with freelancers and agencies to perform specific tasks including market research, photography, copywriting, graphic design, printing, website management and other necessary services.

**Essential Functions**

• Align marketing communications with the Strategic Plan and business goals

• Establish annual marketing communications priorities

• Build internal consensus and pride around key messages and new marketing communication initiatives

• Lead brand refinement and implementation

* Act as spokesperson and press liaison for the School

• Oversee content and creative development of communications vehicles using in-house and contracted services

• Conduct market research and planning

• Measure outcomes of marketing communications initiatives

**Area of Oversight**

* Master communications planning to include calendar and budget
* Branding and messaging
* Publications
* Reporting, writing, and editorial
* Website, email and other electronic communications
* Social media management and monitoring
* Photography and archives
* Public relations
* Community relations and crisis communications
* Market research Advertising

**Education/Experience**

Bachelor's degree and 8+ years of marketing or communications experience and excellent writing skills are required. Master’s degree is preferred. Demonstrated familiarity or oversight of graphic design is preferred and previous experience in successfully implementing online marketing initiatives and supervisory experience are required. In addition, candidates should be comfortable working in a collaborative, academic environment and have the ability to work a flexible schedule as necessary. The ideal candidate must demonstrate excellent oral and interpersonal skills, with a strong evidence of strategic thinking skills, creativity, and a willingness to rethink and experiment with innovative communications strategies. The successful candidate will have a background in independent school marketing and communications or similar experience in another field and a commitment to an integrated approach to marketing and public relations. Candidates must possess strong organizational skills with the ability to manage multiple projects to completion, including managing details related to job tracking and internal client billing.

Please use the following link to begin the application process for this position: <https://forms.veracross.com/Forms/gprep/ApplicationforEmployment/StartNew.aspx>