

DERBY ACADEMY

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Derby Academy (Hingham, MA) Director of Marketing and Communications

Derby Academy, a Pre-Kindergarten through Grade 8 co-educational day school seeks a Director of Marketing and Communications beginning in July 2021. The School is located in Hingham Massachusetts, a beautiful commuter community on the South Shore of Boston. Rooted in the School's motto, "Improve Both Mind and Heart," Derby provides students with a joyful and rigorous academic environment. The Director of Marketing and Communications reports directly to the Head of School as a member of the administration and supervises a Communications Associate.

Big Back Pack LLC is recruiting candidates as part of a national search. Interested candidates should contact Steve Mandell at steve@bigbackpack.org.



The Director of Marketing and Communications collaborates with School leadership to develop and implement comprehensive and dynamic marketing and communication strategies that reflect Derby Academy's mission and values and celebrates its community. While overseeing the Communication's Office, the Director is responsible for providing a clear and consistent voice ensuring clarity in branding and position while representing daily campus life through various media including print, digital, and video to meet admission, fundraising, and engagement goals.

Additional responsibilities and skills include:

- Develop and implement marketing strategies to drive inquiries to support enrollment and development goals. Generate actionable market research and assess opportunities within a competitive landscape.
- Evaluate the effectiveness of marketing and communications through analytics; use data to support or recommend iteration as necessary.

- Plan and execute communication and marketing programs that enhance the visibility and brand awareness of the school and its programs.
- Lead coordination of school marketing efforts including print and digital advertising, social media, and other platforms.
- Conceptualize and produce compelling visual storytelling through video and photography. Attend and photograph on-and off-site school events; maintain the archival photo library for all school events.
- Maintain, build, and promote the School's mission across all appropriate channels of social media.
- Oversee and manage official school communications and ensure that materials reflect its mission, philosophy, and values.
- Create and maintain an annual communications calendar that includes a production schedule for all print and electronic materials, internal and external correspondence, and specific marketing projects.
- Manage, contribute, maintain, and deliver all school news and communications for all the School's communication channels such as the School's website, the School's email messages, community weekly e-newsletters, alumni/ae e-newsletters and invitations, and social media channels.
- Serve as primary content/organizational manager for the School website.
- Support the Admission Office in developing and deploying the viewbook and other digital and print marketing materials, advertisements, and other electronic and print materials.
- Assist with strategy and development of admission communications, including cultivation emails, videos, and acceptance materials.
- Collaborate with and assist the Development Office to produce electronic and print publications, appeals, and stewardship pieces.
- Manage the design and production of print and digital materials. Oversees aspects and acts as editor for the school magazine and the Annual Report of Philanthropy.
- Manage department budget, including all advertising and publications expenses.
- Supervise the Communications Associate to ensure the position's responsibilities are met or exceeded.

- Assist and cultivate media relations by collecting and providing content for press releases to local news outlets.
- Excellent writing, editing, and communications skills with the ability to produce materials quickly and in a variety of styles.

Derby Academy is committed to building a diverse, equitable and inclusive educational community and does not discriminate on the basis of age, race, religion, gender, color, veteran status, physical ability, sexual orientation, or national or ethnic origin. Derby Academy is an equal opportunity employer.

The school provides a competitive salary and benefits package. Interested candidates, please include resumé and cover letter to steve@bigbackpack.org.