



FLINT HILL SCHOOL

Flint Hill School (VA) seeks a new **Director of Communications** to start by July 1, 2022. **Big Back Pack** has been retained to lead a national search for this important role. For more information, contact Steve Mandell at steve@bigbackpack.org.



The School

When passion and impact come together, an institution becomes more than a place to work. As many of our teachers and staff will tell you, Flint Hill is a place where they are challenged and inspired, and yet it still feels like home.

At Flint Hill, we believe in redefining what educational excellence looks like. Always curious, every day, we ask questions like, “Imagine if?” and “What’s possible?” And we encourage our students to do the same.

Our teachers’ expertise and commitment to innovative teaching are complemented by a personal approach that emphasizes respect and communication.

The Role

We're looking for an experienced, dynamic communicator to lead Flint Hill’s Marketing and Communications team. As the School’s strategic communications advisor, you will be responsible for developing communications strategies for engaging members of the Flint Hill community, including parents, alumni, grandparents, faculty and staff, and stewardship of the Flint Hill brand. Reporting to the Assistant Head of School for Institutional Advancement, you will serve as a critical member of the Leadership Team, providing strategic counsel for crisis communications, media relations, messaging and communications sequencing. You will also manage a team of four professionals with

responsibilities that include providing marketing support to the Admission and Development Offices, graphic design, website development and video editing, content development and photography. At Flint Hill, the role of the Marketing and Communications Office is tremendously valued, so you'll be supported by a deep bench of talent (you will lead four other people in the department) and the tools and resources you'll need to be successful in this position.

Qualifications and More

- Bachelor's degree
 - Experience working in an independent school a plus
 - Familiarity with AP style
 - Experience with Google Suite applications
 - Blackbaud and/or MailChimp experience, or experience with other email campaign management systems
 - Understanding of the K-12 or independent school admission process
 - Understanding of fundraising communications best practices
 - Trello or project management system experience
 - A spirit of creativity, curiosity, and innovation
 - Demonstrated humility
 - A "doer" with a strong work ethic
 - Impeccable writing ability
 - Extreme detail orientation
 - Enjoys community and people and the work
 - A proven collaborator that puts people and relationships first
 - A proven ability to manage and motivate a team
 - A proven track record of getting things done -- managing lots of projects
 - Knowledge of email campaign management and distribution best practices
 - Proven ability to develop and execute media relations and thought leadership plans
 - Thoughtful about school history and its effect on current communications
 - The ability to see both the big picture and get into the weeds
-

Opportunities for the New Director of Communications

- Guide the creation and implementation of a strategic communications and marketing plan. Serving in a lead role in terms of creativity and curiosity when it comes to best practices and current deliverables. A strategic leader.
 - Complete the fulfillment and community education of new branding guidelines.
 - Develop communications plan for new Head of School's inaugural year.
 - Lead in the retention, development and professional growth of an outstanding marketing and communications team.
 - Develop a plan to partner with other school offices for social media content and distribution.
-

Functional Responsibilities

Marketing, Communications and Design

- Coordinate and implement the school's overall marketing strategy, in conjunction with the Director of Enrollment Management and Financial Aid.
- Integrate researched brand messaging across all school marketing and communication efforts, with strategic use of segmentation, targeting and positioning.
- Implement marketing and communications strategies that are responsive to emerging media and technology.
- Serve as the point person regarding all issues of brand, messaging and stylistic consistency.
- Coordinate the design and production of all promotional and collateral materials for the Admission and Development Offices, Fine Arts Department, Athletic Department, Summer Programs, and the Parents' Association, among others.
- Oversee (and conduct, as appropriate) photographic and/or video coverage for selected events
- Oversee the production of the school magazine, in consultation with members of the leadership team and the Director of Alumni Relations.
- Design and produce all external school publications and communications vehicles.
- Assist with the internal promotion of special events.

Digital Presence

- Collaborate with members of the communications team on the design, refinement and updating of the various features of the school's website.
- Oversee the regular posting of news articles to flinthill.org, ensuring that web articles reflect Flint Hill School's institutional messages and objectives.
- Coordinate with leadership team members on the content and distribution of the weekly newsletter.
- Create and refine social media strategy, with an eye toward leveraging the strengths of each media outlet to help broaden the appeal of our communications and messaging.

Media Relations

- Cultivate, establish, and maintain productive working relationships with targeted reporters, editors and advertising representatives at local media outlets.
- Prepare press releases for the local media regarding student and faculty achievements, as well as special events and signature programs, and pitch related stories to local media outlets.
- Monitor national/regional education stories and find tie-ins to pitch to the local media, as appropriate.

Advertising

- Establish and adhere to advertising policies, in conjunction with the Director of Enrollment Management and Financial Aid.
- Research advertising opportunities and create an annual advertising plan and budget.
- Negotiate advertising rates and packages.
- Manage the ad design and placement process.
- Create annual publications, editorial, and advertising schedules that cover the September-August period, and monitor to maintain all deadlines set in this schedule.
- Work with the Director of Summer Programs to promote that program most effectively.

Management

- Work with colleagues in the business office to manage the school calendaring system to implement the annual process of setting the following year's events and ensure style guide is followed.

- Hire freelance photographers and videographers as necessary.
 - Maintain photo archive and select photos for internal constituencies for various purposes.
 - Hire and/or manage print vendors to produce the collateral materials associated with marketing and communications.
-

Working at Flint Hill

“Flint Hill’s personality traits are inventive, curious, courageous, supportive, inclusive and intentional. Our happiest employees are all of those things too. You’ll also benefit from a great sense of humor and a knack for collaboration — we do a lot of that around here. Our most successful employees also have a bias for action and can thrive in an environment where the answer to just about every challenge that comes our way is “Let’s do this.” This means that future Huskies can expect a lot of challenging, interesting work that makes a meaningful difference.”

To Apply

Interested and qualified candidates should submit electronically in one email and as separate PDF documents the following materials:

- A cover letter expressing your interest in this particular position
- A current résumé
- A digital portfolio of work samples
- An annotated list of professional references with contact information. References will be contacted only with prior candidate approval



All materials should be sent via email to:

Steve Mandell, M.Ed.
Founder & Managing Director
Big Back Pack, LLC
steve@bigbackpack.org