



Westchester Country Day School (High Point, NC) is seeking a new **Director of Communications and Marketing.**

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



Director of Communications and Marketing

The Director of Communications and Marketing is a 12-month, administrative position charged with advancing the following institutional priorities:

Plan and execute programs that enhance the visibility and public perception of the school. Organize activities that support the admissions, marketing, and development objectives of the school.

Maintain the school's brand by coordinating and approving all use of school logo and name. Specific responsibilities:

- Plan, coordinate, and execute internal and external school communications with all constituents including parents, alumni, donors, prospective families, and outside community.
- Assist with the development and implementation of a strategic marketing plan and work closely with the Admissions, Alumni, and Development Offices in establishing timetables and priorities for implementation.
- Manage the production of the *Wildcat Paws*, the school's magazine for alumni, parents, and friends.
- Oversee and implement the production of the *Westchester Today*, the school's monthly newsletter as well as *This Week at Westchester*, the school's weekly email blast.
- Manage the school website and social media accounts to ensure they provide the most current and up-to-date information about school life.
- Manage media relations, including writing press releases and cultivating relations with local media. Attend school events and take photographs for publication/social media.
- Oversee the production of all school publications, including handbooks and event invitations and programs.
- Oversee annual marketing budget and place and produce advertisements and brochures for admissions purposes.
- Oversee Proud Parent word-of-mouth marketing program.
- Assist with development projects and donor relations.

- Maintain competency for necessary graphics and software programs, such as In-Design, Adobe Photoshop, and Blackbaud products, such as NetCommunity, Education Edge, and Raiser's Edge.
- Manage, coordinate, and assist with on and off campus events such as Auction, Grandparents Day, Prom, Graduation, etc.

Applicants should send a cover letter, resume, relevant sample work, and contact information for three professional references to steve@bigbackpack.org.