

Director of Marketing & Communications

Moses Brown School

Moses Brown School is seeking a Director of Marketing & Communications (DMC) who will use an effective blend of marketing tools to advance the school's vision for 21st century education and engage all community members past, present, and future.

Moses Brown, a 235-year old Quaker day school in Providence, RI is in the final stages of a transformative strategic plan and capital campaign. Having developed a creative and robust communications ecosystem, the school now seeks an expert story-teller, data analyst, and experience designer to accelerate the impact of its communications.

Reporting to the Head of School, the Director of Marketing & Communications manages a team of four to create messages that attract families to the school and keep the community well-informed and engaged. People-, team- and process-oriented, the DMC has a passion for education and works collaboratively to develop stories of transformational student learning. The Director establishes priorities, timelines, and the overall direction for the Department while also participating in its daily work of writing/editing, photography/videography, visual/graphic design, and web/social media publishing. Familiarity with – or agility becoming adept at – the Adobe Creative Suite, Wordpress, Blackbaud (or its equivalent), Constant Contact, Facebook, YouTube, Instagram, and Twitter is fundamental to the position.

An experienced marketer, the Director collaborates with the Admissions team in using analytical tools – e.g., constituent surveys, demographic and psychographic trends, search engine optimization, Google Analytics and Ads – to measure results, optimize MB's messaging, and reach potential new markets. The Director also collaborates with the Development team to create inspiring collateral that generates support for the school.

The Director has an instinctive flair for social media messaging and understands how to reach and inspire children and adults through digital channels. The Director also brings an experiential approach to marketing, creating content and experiences that help constituents to live, touch, feel, understand and enjoy membership in the MB community, in the process becoming passionate word-of-mouth ambassadors.

This position presents an opportunity for a talented professional to accelerate the performance of one of the nation's oldest independent schools, one with a strong reputation for Quaker-based liberal arts education. The Director will be a relentless advocate for MB's brand, and a champion for translating the school's Quaker values into messages and action.

This is a 100% full-time, exempt, 12-month administrative position. Salary is commensurate with experience, and benefits include but are not limited to medical, dental, vision, flexible spending, life, disability and 403(b). Moses Brown School is a co-educational independent day school for nursery through twelfth grade. A Friends school, MB exists to inspire students to reach their fullest intellectual and spiritual potential. We engage students in a rich academic curriculum, a broad offering of arts and athletics, and a daily life strongly rooted in the Quaker values of community, equality, and service. We consider virtues of simplicity, integrity, group wisdom, and respect for differences paramount to helping students of all faiths and backgrounds discover their missions in the world. In its hiring practices, Moses Brown deliberately seeks to maximize the diversity of the school (in terms of class, gender, ethnicity, race, religion, sexual orientation, abilities/disabilities, and language).

The charge:

- Be a visible presence in the MB community, forging strong relationships with faculty/staff, students, parents, alumni, and key volunteers that will facilitate an exchange of information across the school.
- Use research and data to understand MB's market and optimize messaging.
- Integrate compelling stories and branding across all channels, including website, social media, alumni magazine, print and electronic news, newsletters, invitations, and announcements.
- Lead the Communications office: hire, train, and evaluate staff; establish priorities; manage budget, workload, timelines, and deadlines; motivate and unite staff around a common vision.
- Work with the Admissions and Development teams in support of enrollment and fundraising objectives, including creation of print and electronic collateral and the design of impactful experiences for prospective families and donors.
- Explore strategic partnerships and opportunities that demonstrate Moses Brown's brand and values to external audiences.

The ideal Director of Marketing & Communications is:

- A communicator who possesses both 'left-' and 'right-brain' strengths, and a breadth of skills across various marketing disciplines. Data-driven, yet understands brands, storytelling, and experiential marketing.
- Someone fluent in people; knows what motivates human decision-making; can speak to anyone (whether young, old, skeptical, shy, outraged, or simply unaware) and make them feel seen and understood.
- A systems thinker and creative strategist; able to use data to guide and support marketing decisions.
- A digital native; knows the ins and outs of social media and enjoys attaining rapid fluency in new systems and software; capacity to work across multiple communications platforms, including print, web, video and social media; strong computer skills, including web design.
- A masterful storyteller; a lover of words and brevity; can listen to someone talk for thirty minutes and distill their message into a single perfect sentence.
- An avid consumer of information regarding relevant trends and research in education.
- An opportunist – able to see every task as an occasion to create and express unique value; has an infectious enthusiasm that inspires others to see their roles the same way.
- A deliberate and detail-oriented executor with strong project management skills.

Interested candidates should forward a cover letter, resume and a link to pertinent work samples or portfolio to Matt Glendinning, Head of School, at MBCommSearch@mosesbrown.org. Interviews will take place in April.