

Director of Marketing and Communication (part-time)
Saratoga Independent School
Saratoga Springs, NY
2022-2023 school year (start date July 2022)

Founded in 1991, Saratoga Independent School (SIS) is a fully-accredited private school focused on Pre-K through 8th grade, after-school care, and summer enrichment programs. Located on a modern and picturesque Adirondack-style campus, we offer an education focused on both academics and personal development. Our commitment to small class sizes and flexible teaching practices creates a community of confident and inquisitive learners.

SIS seeks a part-time Director of Marketing and Communication beginning July 2022. The Director reports to the Head of School and is a member of the school's Leadership Team. The Director of Marketing & Communications will be a collaborator and deliver timely and relevant information across all platforms (web, social media, email, and print) to appropriate constituents to ensure cohesive and consistent messaging. Involved in all aspects of school life, the Director of Marketing & Communications will be engaged in all activities including academics, admissions, and advancement to better articulate appropriate messages.

*Part-time hours will be flexible with both set office hours as well as optional hours to work remotely.

Primary Duties & Responsibilities

- Ensure consistent SIS messaging and branding.
- Create and direct a comprehensive publications plan (concept, design, content, editorial, and production for paper, electronic, and multimedia communications) that reaches and influences the school's target audiences.
- Collaborate with the Admissions Office and the Development Office to develop data-driven strategies to recruit prospective students and engage alumni and families.
- Provide creative direction and strategic leadership for the school's website that includes regular analysis of site traffic and content for continuous improvement and accuracy.
- Cultivate and maintain working relationships between the school and the media.
- Promote a culture that values compelling content, engaging design, innovation, effective use of technology, and exceptional quality.
- Partner with colleagues across all departments to ensure clarity and consistency in all communications.
- Oversee the development, design, distribution, and maintenance of all print and electronic collateral, including social media.
- Advise the student-created school yearbook.
- Manage departmental budget.

Qualifications & Skills

- Bachelor's degree and a minimum of three (3) years of Communications and Marketing experience.
- Excellent communication skills: clear, articulate, and professional in speaking and writing
- Ability to write, edit and design for professional publications, community news bulletins, websites, and social media sites.
- Excellent organizational skills: able to set priorities and achieve goals

Application Documents

- Resume/CV
- Cover Letter
- List of at least four professional references

All credentials should be emailed to:

Robert Ahrens

Head of School

rahrens@siskids.org