



**Position Title:** Communications Specialist

**Date Modified:** April 2023

**Reports To:** Head of School

**Position Purpose:** Oversees all communications initiatives. The Communications Specialist is expected to be a strategic thinker with meticulous attention to detail, working well under pressure, and meeting deadlines.

**Work Hours:** 7:30 a.m.– 4:00 p.m. (Remote work is available)

**Work Calendar:** 12 Months

**Description:**

The Communications Specialist reports to the Head of School and serves on the Administrative Team. Responsibilities include oversight and implementation of all communications initiatives, including external and internal communications, branding, graphic design and website administration. This person will also work closely with the Head of School, Marketing, and Social Media Specialist on various projects as needed. To ensure success, the Communications Specialist should be innovative, organized, and self-motivated with a keen interest in driving strategic messages to key internal and external role-players.

**Essential Expectations:**

- Shows commitment to the school's mission, purpose, leadership and values.
- Plans and prepares thoughtfully and with flexibility to serve all faculty and student needs.
- Demonstrates a commitment to inclusion, respect of individuality, and regard for dignity.
- Professionally carries out responsibilities as defined in the signed job description.
- Is proficient with technology and demonstrates willingness to further develop technological skills, as applicable to position.

**Primary Tasks:****Communications**

- Manage emergency communications and distribution to parents and staff.
- Write and distribute school newsletter and staff newsletter at a consistent time weekly.
- Distribute important parent announcements via email and text.
- Maintain and update school calendar.
- Write content for website and blogs.
- Oversee and maintain branding, graphics, logo and brand identity.
- Design and layout print programs for graduation, stepping up, and theater.
- Design and layout graphic design materials for advertising.
- Order promotional items (swag).

**Website Administration**

- Identify website needs and requirements.
- Provide monthly Google Analytics reports showing (CTR) click-through-rate to determine number of users to pages, bounce rate, most viewed pages, etc. and provide recommendations for improving.
- Review and maintain search engine optimization (SEO).
- Manage all online traffic and conversions (to new students).
- Update all website content regularly, including adding new blogs and podcasts.
- Purchase and post Facebook ads.
- Research possible Google ads for school.
- Review website across all browsers, operating systems, and devices.
- Work with Technology to implement and protect website security and data privacy.
- Is proficient with or able to obtain quick proficiency with operational systems, such as FACTS, Google Suite, etc.
- Performs other tasks and duties as assigned by the Head of School and/or supervising director or head.

**Qualifications:**

- Bachelor's degree in communications, journalism, public relations, or a related field.
- A minimum of 3 years of experience in communications strategy development.
- Excellent written and verbal communication skills.
- Works well under pressure and meets tight deadlines.
- Highly computer literate with capability in email, website development, MS Office, and related business and communication tools.
- Content writing experience for all media platforms.
- Strategic and creative mindset.
- Meticulous attention to detail.
- A portfolio of work available for review.

**Physical Requirements and Work Environment:**

- Is able to work in a fast-paced environment, dealing with a variety of challenges and deadlines.
- Occasionally, lifts up to 30 pounds.
- Is able to stoop, bend, kneel, stand, walk, and reach.
- May work in varied, extreme outside weather conditions during school events, special activities, and fundraising events.
- May work at a desk and computer for an extended period of time.