

**Position Title:** Marketing and Communications Director  
**FLSA Classification:** Exempt  
**Reports To:** Director of Advancement  
**Hours:** Full-time 8:00 a.m.–5:00 p.m.

### **Summary**

The Marketing and Communications Director is an experienced, dynamic, creative individual responsible for communicating through a wide variety of internal and external channels such as branding, marketing, print and digital publications, graphic design, video, photography, social media, and media relations. The Marketing and Communications Director will develop, manage, and measure an annual strategic marketing plan that drives school goals in admissions, development, and stakeholder engagement. The Marketing and Communications Director works primarily with the offices of Advancement and Admissions to coordinate the school's internal and external communication processes and materials, implement marketing and branding efforts, support fundraising campaigns, and recruit and retain students.

### **Qualifying Characteristics**

The ideal candidate will have demonstrated success in marketing and communications positions, and will possess:

- Experience creating and executing a strategic marketing plan, preferably for a non-profit organization or school
- Current, in-depth knowledge of digital marketing (including inbound) and analytics
- Experience in desktop publishing design and management of design production
- Demonstrated experience with photography, videography, website content management, and social media
- Understanding of media relations

**Essential job functions may include, but are not limited to:**

### **Strategic Leadership**

- Develop and execute overall vision, goals, and strategy for Post Oak's internal and external communications, including marketing and advertising campaigns, social media content, presentations and publications, and branded school swag
- Manage and steward the brand and visual identity to ensure brand recognition and consistency across all communication channels and materials, including website, social media channels, written, visual, video, and audio assets, including printed and digital collateral
- Manage the Communications and Marketing budget and allocate financial and people resources effectively

- Stay up-to-date on Post Oak's programs, initiatives, and community in order to ensure departments that communicate with external stakeholders have accurate and updated information
- Research and analyze the independent school landscape in Houston and educational trends more broadly to inform overall strategy and best position the brand

### **Communications Lead**

- Develop and manage annual production schedule/calendar for key communications from the school to stakeholders
- Write, edit, or supervise Communications team members on all external and internal messaging and communication that targets stakeholder audiences (current and prospective families, alums, donors, staff)
- Oversee the development and distribution of key school-wide communications, including all newsletter content, the school magazine and blog, and marketing and admissions materials
- Plan and/or oversee production of photography and video assets
- Prepare and activate school emergency communication for all school closings and other important information, and lead emergency crisis communications
- Serve as the leader of the Communications team, working with members of the leadership team to ensure all departments receive communication support

### **Stakeholder Management**

- Serve as the public information officer and primary spokesperson with media outlets
- Develop guidelines to support division leaders and classroom teachers to optimize communications to Post Oak families to foster a strong relationship and engagement
- Partner closely with a range of stakeholders across the school to ensure the school's website and social media accounts engage students, alumni, donors, and families, both current and prospective

### **Core Qualifications**

- Bachelor's degree or higher in a related field
- 5+ years of experience in marketing and communications; independent schools or nonprofit organizations preferred
- Exceptional written and oral communication skills
- Strong prioritization and multitasking abilities
- Actions and values that align with the school's mission and culture
- Strong desire to collaborate with colleagues and other school community members
- Strong interpersonal skills and the ability to work with a diverse group of people
- Solid understanding of HTML and content management systems
- Proficiency with Microsoft Office applications (Word, Outlook) and Adobe Creative Suite (InDesign, Photoshop, Illustrator, Bridge, and Premiere Pro)
- Self-motivated with excellent time management skills
- Understanding of diversity, equity, inclusivity, and justice (DEIJ) work and its impact on communications.

## **Physical Requirements and Work Environment**

Regularly sit, talk, and listen

Regularly uses close and distance vision

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To learn more and apply, [visit the Post Oak School website](#).