



## H E A D W A Y S

head-ways

noun, plural

*Definition: To move forward or make progress, especially when circumstances make this slow or difficult.*

*Synonyms: Progress, make strides, gain ground, advance, proceed, move, get ahead, come along, take shape*

### **HEADWAYS for Communications/Marketing Directors: Strategic Positioning** **2019-2020 Schedule and Topics**

HEADWAYS for Communications/Marketing Directors will be facilitated by Diana Hurd, Director of Marketing and Communications at The Ellis School. Dates and times for the five discussions will be announced in mid-August.

❖ ***Internal Resources and Staffing Models***

Topics to consider: reporting structure, staff size, staff roles and responsibilities (internal vs. outside department i.e. advisory, coaching), faculty as a resource for creating/sharing content, freelancers/volunteers (i.e. graphics, video, photography), orientation, internal communications with other departments

❖ ***Market Research and Making Data-Driven Decisions***

Topics to consider: using existing research, qualitative (surveys, interviews, focus groups) vs. quantitative (social media, search/website analytics), survey tools, developing personas based on research to target content/marketing efforts

❖ ***Communicating Your Brand***

Topics to consider: how to tell your story, working with faculty to be brand ambassadors, “word of mouth” marketing, your unique value proposition, answering “why all-girls”, attracting new families, marketing to parents vs. students, visual identity

❖ ***News, Media, and Advertising***

Topics to consider: building contacts, developing pitches, press releases vs. media alerts, what is worthy of a release, do printed publications still cover your news, where do parents/students get their news, do local sources still exist, free listings, paid advertising (print, digital, tv/radio, social media), crisis communications planning

❖ ***New Digital Trends, Tools, and Strategies***

Topics to consider: managing increasing demand for content creation (social media, videos, blogs, website, etc.) in tandem with traditional duties: has anything dropped from the workload; measuring success of content creation efforts/tracking audience reach; inbound marketing; customer relationship management (CRM) software: which vendors, is it connected to admissions; working with admissions on digital marketing