Director of Marketing & Communications

Stoneleigh-Burnham School, an independent boarding and day school for girls in grades 7-12/PG in Greenfield, Massachusetts, seeks a Director of Marketing & Communications.

Located near the Connecticut River in the Pioneer Valley, a short drive from the Five College Consortium (UMass Amherst, Smith, Mount Holyoke, Hampshire and Amherst College), Stoneleigh-Burnham attracts students from the local area and around the world. Our mission centers around helping girls discover and use their authentic voices. Employees who thrive at SBS are deeply passionate about their profession and about girls’ education, are collaborative colleagues, are excited by professional growth, and are committed to fostering an inclusive community.

The Director of Marketing and Communications is responsible for coordination of external and internal marketing and communication initiatives, including online presence, inbound and outbound marketing, print and electronic publications, public relations, and advertising. The director helps to create and implement strategic marketing initiatives and manages projects, vendors, and related budgets. Reporting to the Head of School, the Director of Marketing and Communications ensures that all School communications reflect the mission, core values, history, and reputation of the school. The director works with all members of the school community to ensure consistency of message and strong brand representation in all communications, manages one FTE and is a member of the Administrative Team.

The role requires a strong understanding of the School’s culture and sensitivity to the perspectives of its key constituencies. The Director of Marketing and Communications works closely with the Directors of Development & Alumnae Relations, Enrollment Management, Auxiliary Programs, and the Equestrian Center,
as well as other department heads. The Director of Marketing and Communications also oversees outsourced work with associated contractors and vendors.

Duties and Responsibilities:

- Manage and update content on the School’s website, as well as work on SEO and social media
- Manage the process of producing publications, including coordination of editorial needs, ensuring efficient review and approval of work, submission to vendors and proper distribution, if applicable
- Ensure that all print and digital materials adhere to brand standards
- Manage the production of materials, including coordination with outside vendors (web hosts, photographers, printers, mail services), quality control, compliance to school and industry standards, and expense control
- Manage the office budget
- Serve as editor of the School’s alumnæ magazine, The Bulletin
- Manage writing projects, including press releases, collateral materials for Admissions and Development and Alumnae Relations, and news for print and electronic communications
- Serve on the Administrative Team

Qualities and Qualifications:

- Bachelor’s degree in a relevant field
- At least 5 years of relevant experience, preferably in an educational setting
- Demonstrated project management capacity
- Experience managing a budget
- Interest in building a strong online and local presence and helping create improved outreach to alumnae, parents, and prospective families
- Appreciation for the value of an all-girls’ education
- Attention to detail to complete multiple projects on schedule and collaboratively
- Flexibility to work some evenings and weekends for school events
- Demonstrated proficiency in writing and editing for a wide variety of purposes, including magazines, newsletters, websites, press releases, social media, admissions and development campaigns, and advertising copy

**Applications:**

Interested candidates should submit the following materials to cwhitaker@sbschool.org. Open to applications until the position is filled.

- Cover letter
- Resume
- 2-3 references with contact information

*Stoneleigh-Burnham strives to cultivate an inclusive community and diversify its faculty and staff; candidates who can contribute to the diversity of the community are encouraged to apply. Stoneleigh-Burnham School is an Equal Opportunity Employer.*

**Our Mission:**

Stoneleigh-Burnham School is an academic community that fosters an international perspective. We inspire girls to pursue meaningful lives based on honor, respect, and intellectual curiosity. Each student is challenged to discover her best self and graduate with confidence to think independently and act ethically, secure in the knowledge that her voice will be heard.

To learn more about Stoneleigh-Burnham School, please visit our website: sbschool.org