Marketing & Communications Manager

Stoneleigh-Burnham School, an independent girls’ boarding and day school for grades 7-12, seeks an energetic and enthusiastic Marketing & Communications Manager, for a full-time, 12-month position.

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

As a key member of the Marketing and Communications Team, the Marketing & Communications Manager (MarComm Manager) focuses on creating informative content and leveraging media opportunities to promote the School to internal and external audiences. The MarComm Manager reports to the Director of Marketing & Communications and collaborates on all marketing and communications efforts that enhance the Stoneleigh-Burnham brand story and School reputation.

Duties and Responsibilities:

- Manages communications and media operations
  - Researches, creates, and composes original news stories and digital content for websites, social media, and other communications
  - Develops relationships with appropriate media partners and outlets and manages their engagement in the promotion and awareness of SBS programs, activities, and participants
  - Collaborates with leadership, faculty, and partners to develop content that focuses on the School’s value-added difference and impact
  - Works with staff in Admissions, Advancement, and the Head of School’s office to execute work that supports the brand and marketing of the School.
  - Reviews, develops, and implements policies and procedures to efficiently and effectively promote department workflow to meet the goals of the department
  - Hires, trains, assigns, directs, supervises, and evaluates the work of student personnel (as necessary)
- Manages “back end” website operations and is responsible for training and assigning rights to other web operators

- Develops marketing and communications materials
  - Writes copy and takes photos for marketing campaigns and materials
  - Proofs and edits materials for printing and publication
  - Designs and prepares programs, invitations, and other materials for events
  - Develops and implements other marketing and communications as assigned

- Manages social media content and calendars
  - Designs and implements social media policy
  - Prepares blog posts
  - Prepares social media posts and monitors social media accounts
  - Researches, writes, and prepares content for web publication
  - Manage SBS community calendars (internal and external)

- Manages the visual media for the School
  - Photographs faculty, staff, administration, students, and guests for marketing content
  - Works with stakeholders to ensure photo/video coverage of SBS events and activities
  - Maintains SBS image library

**Qualities and Qualifications:**
- Bachelor’s degree in a course of study related to the occupational field and/or equivalent work experience required
- Three–five years of related experience in marketing, communications, public relations, admissions/enrollment, or fundraising desired
- Knowledge of marketing, communications, and public relations principles
- Knowledge of trends in social media; ability to implement social media campaigns across diverse platforms
- Knowledge of the Associated Press Style Guide
- Knowledge of and skill with content management systems (CMS)
- Skill in verbal and written communication, and an ability to determine which method of communication is best for a given project
- Skill in seeking and incorporating feedback from various stakeholders and constituencies to ensure the highest quality, accuracy, and clarity of communication
- Skill in organizational, analytical, creative, and critical thinking
- Skill in timely decision making, effective problem-solving, and efficient prioritizing
- Skill in internal relations (within the department, within the School) and in external relations (dealing with the public, the media, etc.)
- Skill in customer service and collaboration, both internally and externally
- Skill in and emphasis on teamwork and collaboration
- Familiarity with Microsoft Office, Adobe Creative Suite, the Google Suite, and other job-related applications (Asana, Canva, Mailchimp)
- Ability to distinguish the difference between and value of print and digital collateral for a given project
- Ability to manage short term and long term projects
- Ability to manage contracted resources
- Ability to meet deadlines
- Demonstrated commitment to diversity, equity, and inclusion
- Demonstrated commitment to ongoing professional growth and development
- The desire to work in a boarding school community and be invested in campus life

**Applications:**
Please send cover letter, resume, and references to:
Charles Greene, Director of Marketing and Communications
employment@sbschool.org

In order to achieve our mission of preparing students to actively engage a diverse and inclusive world we must first emulate the values we hope to instill in our students. Stoneleigh-Burnham is committed to increasing the diversity — in backgrounds and in experiences — of our faculty, staff, and student community.

Stoneleigh-Burnham strives to hire and support an inclusive community of employees; candidates from communities that are statistically and systemically underrepresented in independent schools are encouraged to apply. Stoneleigh-Burnham School is proud to be an Equal Opportunity Employer. Salary is commensurate with experience.

**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