



SAINT ANN'S SCHOOL

Position Announcement: Director of Communications

Saint Ann's School is seeking a full-time Director of Communications. We seek a positive and collaborative professional with outstanding writing ability and strong technology skills. The Director of Communications guides and implements a strategic communications vision, works with staff, faculty, parents, trustees, students and others to support the school's people and advance its institutional goals and mission, including its particular focus on the arts and its commitment to creating a more diverse, equitable and inclusive learning and working environment in which all community members feel a sense of belonging.

The Director works with school leadership and with a broad range of stakeholders to coordinate messaging around significant initiatives, and supports all major school-wide communications, including email and SMS; web; social and digital media; crisis and public relations; photography and videography; print and electronic publications; admissions, fundraising, and events; along with school calendars and events management. The Director of Communications reports to the Director of Advancement and serves as a member of the school's Core Administration.

ABOUT SAINT ANN'S SCHOOL

Saint Ann's is known for the breadth and depth of its curriculum in academic disciplines and the visual and performing arts. Since its founding in 1965, Saint Ann's has embraced a commitment to education for its own sake, oriented to the capacities of each individual student. The lives of our graduates speak powerfully to the potential of an education based on these principles to ignite a love of learning and sustain creative energy in every field of endeavor. We accomplish this by bringing together talented teachers with creative and motivated students. Seeking to create a community rooted in trust and equity, we invite each other to take risks, pursue knowledge, and celebrate growth.



RESPONSIBILITIES

General

- Writing, editing, event, and communications support for all internal constituencies
- Ensure that all school communications and related materials are clear, informative, mission-aligned, support or drive key institutional goals and priorities, and reflect the school's commitment to equity; Engage school leadership in the creation and support of an annual mission-aligned plan that ensures effective engagement and communication with families, staff, faculty, alumni and other members of the Saint Ann's community; Support fellow Core leadership team members in their communications needs (including writing and creating presentations), to ensure, timely, effective and consistent communications
- Collaborate with all stakeholders to coordinate, produce, and distribute clear and effective emergency, crisis, and incident-related communications.
- Supervise and mentor the school's Design and Website Manager
- In collaboration with Human Resources, Director of Technology, Registrar, and Dean of Faculty, oversee and update school's community directories, student and faculty handbooks
- Gather and analyze independent school research and utilize digital, website, and social media analytics for school leadership and the Board of Trustees
- Work with Associate Head of School, Director of the Summer Program, Director of the After School Program and other administrative offices as needed to ensure effective and consistent messaging around auxiliary programs
- Maintain a style guide to ensure that school communications reflect consistency with school messaging as well as editorial and stylistic quality control
- Work with Director of Technology to train and equip divisional and other administrative staff in the use of school's internal communications platforms

Head of School's Office

- Support the Head of School's office in the production, editing, and distribution of selected Head of School communications, including community letters, editorial writing, newsletters, announcements, emergency/crisis communications, and targeted DEI communications
- Work with Head of School to ensure that institutional priorities and values guide the school's overall communications strategy and that communications are clear, informative, consistent, transparent, and mission-aligned



RESPONSIBILITIES (*Continued*)

Board of Trustees

- Support the Board of Trustees with its communications needs
- Provide writing and editorial support to ensure board communications align with the school's voice and overall strategy

Advancement Office

- Regular consultation and strategic planning with the Director of Advancement on community outreach, events, programming, alumni engagement and parent communications
- Collaborate with the Advancement team to develop materials that will educate the community about the importance of philanthropy, build relationships with parents and alumni, strengthen engagement, and assist the school in meeting its fundraising goals
- Collaborate to write and produce letters, brochures and other media as needed in support of the school's Annual Fund, major gifts efforts and other fundraising priorities
- Create photo and video content for school's print, digital, and social media. Source and develop content and story ideas that advance key institutional priorities and help build community
- Produces impact reports, prospect proposals and other fundraising materials as needed in coordination with Director of Advancement
- Serve as Co-Editor of the *Saint Ann's Times* magazine; write, edit, and produce magazine content
- Manage professional photography and videography needs and produce assets that support key institutional priorities of advancement, admissions, fundraising, and equity work
- Collaborate closely with Advancement staff on alumni communications strategy
- Attend meetings and events, which may be scheduled on evenings and weekends, and maintain a presence in and awareness of the day-to-day life of the School

Media Relations

- Manage publicity and media relations needs
- Serve as the primary point of contact for media inquiries and develop response plans in coordination with the Head of School and other school leaders as needed

Special Projects

- Support the periodic production of school accreditation reports. Lead communications strategy for short-term or one-off initiatives or special projects.



PERSONAL AND PROFESSIONAL REQUIREMENTS

- Bachelor's degree
- 5–10 years experience with professional communications
- Excellent verbal and written communication skills
- Demonstrated experience leading strategic and crisis communications across multiple areas, including public health and public safety
- Superb project management skills: an ability prioritize and manage timelines for small and long-term projects
- Detail oriented and solid organizational skills
- Basic photography/videography skills/experience
- Utmost discretion with confidential and sensitive information
- Love of children and a clear understanding and appreciation of the school's mission
- Patient, professional, accommodating approach to working with and meeting the needs of a broad range of constituents
- Facility with all Google Suite applications and all MS Office applications; working knowledge of WordPress
- Occasional night and weekend availability to attend events

Preferred:

- Working knowledge of Adobe Creative Cloud (particularly InDesign and Photoshop)
- Facility with Veracross school information system

COMPENSATION

A competitive compensation package, commensurate with level of experience, plus benefits.

TO APPLY

Interested applicants should send a resume and a cover letter that speaks directly to the school's mission to CommsDirector@saintannsny.org with the words "Director of Communications" in the subject line. Deadline to apply is September 16, 2022.



NOTICE OF NONDISCRIMINATORY POLICY

Saint Ann's School admits students of any race, color, religion, creed, gender, disability, national or ethnic origin, sexual orientation or any other category protected by applicable federal, state or local law, to all the rights privileges, programs, and activities generally accorded or made available to students at the School. The School does not discriminate on the basis of race, color, religion, creed, gender (which includes a person's actual or perceived sex, as well as gender identity and expression), age, marital status, disability, national or ethnic origin, sexual orientation, familial status, predisposing genetic characteristics, actual or perceived domestic violence victim status, unemployment status, caregiver status or any other category protected by applicable federal, state or local law, in carrying on its educational activities or in administration of its educational policies, admissions policies, employment policies, financial aid programs, and athletic and other school administered programs.