



**The Burlington School
Director of Communications
Job Description**

The Director of Communications oversees communications including publications, website management, social media management, marketing, advertising and public relations. The successful candidate will:

- Develop and implement public relations strategies to promote the mission of The Burlington School.
- Oversee production of all school print, web and video publications, including recruitment materials; manages photography, design and visual identity.
- Manage marketing and communication plans for admissions and development.
- Launch and maintain a press release program; researches and writes press releases regularly.
- Establish and maintain relationships with members of the local, state, and where appropriate, national and international news media.
- Work closely with the Director of Development and the Director of Admissions on event planning and related marketing and communications tasks.
- Produce a TBS printed Spear for stakeholders; responsible for writing or assigning articles, photography, design and production of magazine.
- Design all flyers, programs, pamphlets, etc. for TBS events.
- Expand and maintains TBS's social media presence on Facebook, Instagram and other programs.
- Maintain TBS's website; oversees design of website.
- Design, write, edit, and email weekly newsletter (the Oracle) to stakeholders.
- Develop communications strategies to address TBS's marketing position

Other Job Functions:

- Establishes and maintains strong relationships among all constituencies of TBS including students, parents, alumni, community members, faculty members, staff members and administrators.
- Functions as integral member of administration.
- Implements Strategic Plan goals related to communications.
- Maintains visibility on campus through interactions with students, parents, faculty and staff, and by participation in a variety of activities.
- Participates in strategic and campus master planning, as related to communications.
- Performs other duties as required or assigned.

Essential Job Requirements:

- Bachelor's degree is required. Specific coursework or equivalent experiences in communications, public relations and marketing would be helpful.
- Experience and proven track record in communications or related field.
- Excellent organizational skills, and oral and written communication skills.
- Creativity, imagination and the ability to make TBS shine in words and design.
- Intuitive sense of good design and the ability to make it happen. Desktop publishing, photography and website maintenance skills would be helpful.
- Thorough knowledge of communications, public relations and marketing; some knowledge of admissions, development and finance would be helpful.
- Excellent interpersonal communications skills.
- Ability to function well in a team and to work well with faculty, staff, administrators, alumni, parents, board members and community members.
- Capacity to provide both vision and attend to detail.
- Flexible and can work with minimal supervision.

To apply please send a cover letter and resume to Ronnie Wall at rwall@theburlingtonschool.org.

