



Director of Communications

Durham Academy is an independent, coeducational day school with 1,165 students in pre-kindergarten through grade 12. We strive to provide each student an education that will enable him or her to live a moral, happy and productive life.

The Director of Communications reports directly to the Head of School and serves on the administrative team. Working in close coordination with the Directors of Admission and Development, the Director of Communications is responsible for all dimensions of the school's comprehensive communications program, including marketing, branding, publications, public relations, digital media and social networking.

The Director of Communications must be both strategic and detail-oriented, with the ability to create, manage and implement the daily and long-term promotion of the school's students, faculty, parents, alumni, and programs internally, locally, and nationally.

The Associate Director of Communications and Communications Associate report to the Director of Communications.

Essential responsibilities include the following:

- Articulate the DA mission and image across all media and school events to ensure a consistent, positive brand.
- Actively and creatively support the admissions and development functions of the school.
- Remain present and active with school life, connected and engaged with the flow of information to and from key constituents.
- Oversee the Durham Academy website, ensuring that it serves as both an informational resource and a dynamic marketing tool
- Oversee the design and production of timely, error-free, and cost-effective print and digital materials.
- Develop strategy for consistent communications to parents from each division. Assist School Directors and faculty with implementation of best-practice techniques for consistent messaging.
- Oversee social media sites and strategize to use these to promote school brand and events
- Oversee all-school calendar.
- Manage weather and other emergency notifications to parents and faculty. Develop a crisis communications plan.
- Collaborate with the Director of Development to oversee campaign communications plans.
- Collaborate with the Director of Admissions to oversee admissions publications and advertising.
- Serve as the staff liaison to the Communications Committee of the Board of Trustees.

Qualifications

- Excellent communication skills (writing, editing, speaking, listening in groups large and small).
- Demonstrated success using communications to market intangible products and build community.
- Five-plus years of progressively responsible, senior-level managerial experience in complex organizations – ideally independent schools.
- Demonstrated capacity to collaborate openly and productively with peers
- Successful track record as an effective innovator and change agent.
- Substantive experience in print publications, electronic media, branding oversight, social media, and media relations.
- Bachelor's degree; advanced degree in communications, journalism, marketing or related field preferred.

Characteristics

- Highest standards of integrity and ethics
- Persuasive advocate for and commitment to Durham Academy's mission
- Flexibility to handle competing priorities
- Creativity and resourcefulness
- Capacity to build relationships, inspire confidence, and enjoy interaction with a wide range of people