



Director of Marketing and Communications

Reports To: Head of School

Term: 12-Months, Full-Time. Start Date-October 5 preferred

Summary of Position

The Director of Marketing and Communication directs all marketing and branding programs that enhance the visibility and public relations of Salisbury Academy. This individual ensures all communications are coordinated to address Salisbury Academy's audience with a unified and consistent voice.

Key Responsibilities

- Develop and implement a comprehensive strategic marketing plan
- Manage the marketing and communications budget
- Oversee all school communication outlets, including the website, blogs, social media, the annual report, event invitations and programs, admission collateral and other key community publications regarding copy, design, production, editorial consistency and graphic identity
- Understand safety and crisis procedures and carry out the school's crisis communication
- Create digital and print marketing pieces as well as reels and videos using Canva and other design software
- Capture vibrant photos for storytelling and marketing
- Oversee weekly e-mail newsletters to parents
- Manage the yearbook production process
- Negotiate media contracts for the purpose of advertising
- Manage media relations, including writing press releases and cultivating relations with local and regional media
- Coordinate with printers to ensure timely production and delivery of materials
- Oversee the coordination of mailings and communications to various constituencies
- Identify and ensure Salisbury Academy brand identity across all communications
- Manage and distribute all community communication
- Perform other duties as assigned by Head of School

Application Requirements: To be considered for the Director of Marketing and Communications position, please submit the following along with the online application:

1. Cover letter and résumé.
2. Portfolio or links to 3–5 work samples demonstrating:
 - Writing (e.g., press release, newsletter, or marketing copy)
 - Graphic design & digital content (e.g., promotional flyer, social media graphics/reels)
 - Photography / Storytelling (3-5 high quality photos with storytelling)
3. A list of tools used regularly across CRM/Email Marketing systems (e.g., Mailchimp, Constant Contact), Design software (Canva, Adobe Creative Suite), CMS/Website platforms, and Video/Photo editing applications.
4. Three professional references.