



*as far as the mind can see*

## **Director of Marketing**

### **About Francis Parker School:**

Francis Parker School is a coeducational independent day school in San Diego, California with 1315 students in grades JK-12. Founded in 1912, the school's mission is "to create and inspire a diverse community of independent thinkers whose academic excellence, global perspective and strength of character prepare them to make a meaningful difference in the world." Francis Parker School has two campuses in close proximity. One in Mission Hills (Lower School JK-5), and a second in Linda Vista (Middle and Upper School 6-8 and 9-12, respectively).

### **Job Description:**

Under the direction of the Head of Marketing and Communications, the Director of Marketing (Director) is responsible for the strategy, planning, and implementation of the School's external marketing strategies.

### **Essential Duties/Responsibilities:**

#### **Marketing**

- Create, implement, and measure the success of an annual marketing plan that will enhance the School's image and positively position the School within the marketplace and the general public.
- Ensure the School's official website is leveraged as a marketing platform for prospective families and assist with supporting other websites owned by the School.
- Regularly conduct relevant market research, monitoring trends and emerging strategies within the independent school community.
- Partner with Parker Leadership Team to support the School's strategic direction.

#### **Branding**

- Champion the Parker brand in all areas, including visual design, messaging, reputation, and public relations.
- Ensure consistency and quality of Parker branding across all School print and electronic materials; hold all Parker departments, divisions, student-led clubs, athletic teams, and new programs accountable to branding guidelines and creative processes.
- Collaborate across all departments, divisions, and program areas to ensure that key messages reach core audiences and are delivered through the appropriate channels.
- Manage the school's public profile through the website, publications, and social media.
- Lead Parker flagship programs, student-led clubs, and departments through the School's sub-branding process, which may include the creation of custom brand kits and marketing materials.

[www.francisparker.org](http://www.francisparker.org)

Linda Vista Campus  
Mission Hills Campus

6501 Linda Vista Road  
4201 Randolph Street

San Diego, CA 92111  
San Diego, CA 92103

858 / 569-7900  
619 / 298-9110

### **Content Creation**

- Coordinate photography for on-campus and other special events.
- Organize and maintain photo and video archives and ensure supplies of collateral are organized and accessible.
- Contribute to the School's annual social media content strategy that supports the School's mission, vision, and values.
- Assist admissions, advancement, and integrative programs in creating digital ad campaigns.
- Monitor and interpret campaign analytics and recommend strategies for optimizing performance.
- Manage relationships with print, media, and website vendors.

### **Public Relations**

- Work in cooperation with the Head of Marketing and Communications to manage public relations initiatives, including media pitches, press releases, and negative incidents.

### **Qualifications:**

- Bachelor's degree in a related field from an accredited college or university.
- 3-5 years of experience in marketing with demonstrated success.
- Experience developing and managing effective marketing strategies.
- Experience creating print and digital content.
- Demonstrated successful experience writing press releases, making presentations, and overseeing the design and production of print materials and publications.
- Exceptional interpersonal and communication skills in oral and written form.
- Creative project management experience, including the ability to balance priorities and multiple projects and thrive in a deadline-driven environment
- Experience with the development, implementation, and enforcement of brand standards.
- Experience with website content management systems, metrics, and data analysis tools.
- Experience managing social media accounts and tools.
- Experience with English language writing, usage, and style guidelines, preferably AP Style.
- Advanced knowledge of Adobe Creative Suite, website design, and printing processes.
- Present a professional image as a representative of the School.

### **Preferred:**

- Master's degree in a related field.
- Professional experience in independent schools, K12 education, or the nonprofit sector.
- Experience using DSLR cameras and lenses for photography and video production, as well as professional lighting and audio equipment.
- Experience in video editing and production.



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**Salary and Benefits:**

Francis Parker School is committed to attracting and retaining the highest quality faculty and staff through a substantial compensation plan, including competitive salary, TIAA retirement benefits and full medical/dental coverage. Individual salary is negotiable depending on years of experience and educational background.

Salary Range: \$70,000 - \$120,000 per year, based on experience.

**Non-Discrimination:**

Francis Parker School values diversity and seeks talented students, faculty, and staff from different backgrounds. All employment decisions are made without regard to unlawful considerations of race, color, sex (including pregnancy, childbirth, breastfeeding and related medical conditions), gender, sexual orientation, gender identity or expression, marital status, religion, national origin, ancestry, ethnicity, creed, age, mental or physical disability, medical condition, genetic information, military or veteran status, or any other basis prohibited by federal, state, or local law.

**Application Process:**

If interested in the position, please fill out the electronic [Francis Parker School Employment Application HERE](#). You will need to upload the following documents during this process: a cover letter and resume.

If you CANNOT or DO NOT wish to submit your application through the link above, a cover letter, resume, and a completed [employment application](#) should be submitted electronically to:

Lori Biggs, Head Marketing and Communications  
[commjobs@francisparker.org](mailto:commjobs@francisparker.org)

Please find the PDF of our employment application here: [find it here](#)

[Please indicate which position you are applying for in the subject line.](#)

<https://www.francisparker.org/about-us-/employment>

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