



as far as the mind can see

Creative Director

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 Creative Director (Director) is responsible for growing Parker's visibility and reach, managing and promoting the School's strong brand and reputation, and constantly telling, sharing, and refining the narrative among and within our internal and external communities. The Director's work supports the whole School (JK - Grade 12), including the advancement, admissions, diversity, equity, inclusion, and belonging, college counseling, and athletics offices.

Essential Duties/Responsibilities:

Marketing

- Execute the School's marketing plan to enhance the School's image
- Positively position the School within the independent school marketplace and the general school community.
- Ensure the School's digital presence is leveraged as a marketing platform for current and prospective families.
- Regularly conduct relevant market research, and monitor trends and emerging strategies within the independent school community.
- Identify opportunities to promote the School's JK-Grade 12 arts, academics, and athletics programs in an effort to support the work of our strategic direction.
- Strategize, implement, and elevate the School's fundraising and enrollment goals through innovative marketing strategies.

Branding

- Champion the Parker brand in all areas, including visual design, messaging, reputation, experience, and public relations.
- Ensure consistency and quality of Parker branding across the whole School (JK - Grade 12) print and digital materials; hold all Parker departments, divisions, student-led clubs, athletic teams, and new programs accountable to branding guidelines and creative processes.
- Manage the School's public profile through the website, publications, and social media.

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

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- 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.

Content Creation

- Create the school's print and digital assets, including magazines, brochures, videos, campaign materials, and digital media.
- Coordinate photography for special on-campus and off-campus events.
- Steward the school's photo and video archives and ensure supplies of collateral are organized and accessible.
- Monitor and interpret campaign analytics and recommend strategies for optimizing performance.
- Manage relationships with print, media, and website vendors.

Public Relations

- 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.
- Advanced knowledge of Adobe Creative Suite, website design, and printing processes.
- 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.
- Experience with the development, implementation, and enforcement of brand standards.
- Experience developing and managing effective marketing and communications 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
- 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: \$80,000 - \$105,000 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, resume and portfolio of work.

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

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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