

SUMMARY

In the heart of San Diego stands Francis Parker School, a forward-thinking, nationally acclaimed independent school brimming with energy, determination, and vision. Each day, over 1,300 students from JK through grade 12, along with hundreds of faculty and staff, arrive at Parker's two large campuses. Over the last 20-plus years, the school has undertaken a nearly \$125M capital campaign to transform the Linda Vista Campus, which houses the middle and upper school students. Soon, a similar campaign will begin for the historic Mission Hills Campus, which contains Parker's elementary school. Parker is devoted to providing an innovative program to its diverse student body, and with such dynamic projects in progress, Parker's marketing and communication efforts are paramount to its future. Parker is poised to welcome later this summer a new marketing and communications head who is highly responsive, visionary, and collaborative to set and execute Parker's communication strategy for internal and external audiences.

The head of marketing and communications is a crucial member of the 14-member Parker Leadership Team (PLT). Reporting to the assistant head of school for external relations, the head of marketing and communications leads and mentors a fast-paced department of six creative professionals and acts as the point of contact for public relations. Upon arrival, this individual will be immediately enveloped in a team of committed leaders, enthusiastic families, and high-achieving students.

12M Recruiting is running the search on behalf of Francis Parker School. Applications are due June 4. For application instructions and the full job opportunity statement, please visit:

<https://www.12MRecruiting.com/jobs/ParkerMarCom>

IMPORTANT INFORMATION

Applications Accepted Starting: May 4, 2023

Application Deadline: June 4, 2023

Remote Semifinal Round: Week of June 12

On-Site Final Round: Week of June 19

Decision Announced: June 30

Start Date: Summer 2023

Reports To: Assistant Head of School for External Relations

Salary Range: \$150,000 - \$160,000

SPECIFIC DUTIES

Strategic Marketing and Communications

- Develop, implement, and evaluate the school's strategic marketing and communications plan to advance the brand, mission, program, and goals of the school through both internal and external communications.
- Define and lead all outreach initiatives, publications, social media marketing, and other external messages in alignment with the school's communication guidelines and brand identity.
- Effectively communicate school-wide change initiatives and priorities to all stakeholders to ensure clarity and community buy-in.

Francis Parker School – Head of Marketing and Communications

- Ensure brand and messaging quality and consistency apply to all departmental communications, activities, and events at the school, and among professional and volunteer leadership.
- Collect and analyze data to monitor emerging trends in education and school-related data to measure the efficacy of all marketing and communications activities.

Public Relations and Crisis Management

- Constantly monitor and identify opportunities and issues that may impact the reputation of the school.
- Analyze the school's customer experience for all constituents and identify areas of opportunity through use of focus groups, surveys, and analytics.
- Act as the lead for all crisis communications activities, and oversee and regularly evaluate the crisis communications plan to follow best practices.
- Collaborate with school leaders to ensure transparency and consistency in communication regarding issues, crises, and incidents.
- Execute annual crisis management training exercises and preparedness activities for all employees.
- Serve as the primary point of contact for media and public relations.

Content Production

- Create written communications on behalf of the school and school leaders that establishes a consistent voice and narrative, and addresses the needs of the audience.
- Collaborate with the creative director and assistant head of school for external relations to design and produce all creative materials in print and digital format, including the school magazine, annual giving report, and other publications.
- Lead the strategy and development of all school websites, and implement effective information management processes.
- Oversee the production of all video and photo content.
- Assist with the execution and marketing for all special events hosted by the school and the parents association.

Leadership and Collaboration

- Oversee and lead a team of six in-house creative marketing and communications professionals to execute the strategic marketing and communications plan and set departmental goals.
- Provide outstanding mentorship, feedback, support, and professional growth to all members of the marketing and communications department.
- Serve as a member of the Parker Leadership Team (PLT) and chair of the commencement speaker committee.
- Work closely with all divisions and departments, JK-12, to ensure the success of institutional events including guest speakers, promotions, commencement, and homecoming.

Francis Parker School – Head of Marketing and Communications

- Collaborate with the head of school, division leads, and other key stakeholders to oversee consistent, accurate, on-brand, and on-message internal communications about school policies, news, and other critical content.
- Perform other responsibilities and duties as assigned.

PARKER IS LOOKING FOR CANDIDATES WHO CAN DEMONSTRATE

Qualifications

- Bachelor's degree in marketing, communications, journalism, or a related area required; Master's degree preferred
- 10+ years of related experience, preferably within a complex, fast-paced organization
- Comprehensive knowledge of strategic marketing and communications principles
- Experience serving as a member of a leadership team, supervising a team of creative professionals, and managing a departmental budget
- Proven track-record of leading an integrated marketing and communications program from concept to completion
- High degree of proficiency with current software and technologies such as Adobe InDesign, Photoshop, Illustrator, Lightroom, and Google suite of products including Google Analytics
- Demonstrated experience with web development, social media monitoring and media relations software, and other mass communications and content management systems

Qualities

- Exceptional written and verbal communication skills
- Collaborative and relational leader who is comfortable interfacing with Parker constituencies and external stakeholders
- Excellent copy-editing skills
- Data-minded approach to developing marketing strategy
- Strong organizational and time management skills with the ability to multitask and prioritize workflow
- Highly motivated, productive, and deadline-oriented
- Ability to exercise good judgment, tact, diplomacy, and manage confidential information
- A willingness to actively participate in the life of the school, and to serve as an ambassador of Parker in the local and national community

Working environment

This position requires working at a keyboard and remaining stationary for long periods of time in a professional office environment. This position also requires moving between and within all areas of both campuses, which include stairs and narrow access paths.

TO APPLY

Francis Parker School – Head of Marketing and Communications

For more information please visit the following link, which contains the job opportunity statement and complete application instructions.

<https://www.12MRecruiting.com/jobs/ParkerMarCom>

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.