



## **Horizons at Francis Parker School**

**Position Announcement:** Communications/Marketing Manager

**Location:** Francis Parker School, San Diego

**Summer Dates:** June 20-August 4, 2023, August 5 Showcase

### **Organization Background**

As an affiliate of the Horizons National network, Horizons at Francis Parker School (Horizons at Parker) is a year-round program with a summer intensive offering academic and enrichment support that addresses the achievement and opportunity gaps of students facing educational inequities throughout their school careers. The heart of Horizons is an exemplary academic program that supports a cohort of students in reading, writing, math, and science, paired with swimming lessons, field trips, sports, and enrichment activities in the performing and visual arts. The program also includes a year-round component featuring family events, enrichment activities, and regular visits to and communication with students' schools and teachers. Horizons is expanding to create more opportunities for students to build the confidence, knowledge, and skills they need to build their own successful futures.

For more information about Horizons, please visit <https://www.horizonsnational.org/> and <https://www.horizonsatparker.org>.

### **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).

### **Position Overview**

Horizons at Francis Parker School is seeking a dedicated and effective Communications and Marketing Manager with a visionary talent for creating, implementing, and evaluating the Horizons at Parker marketing and communication goals. We are seeking a talented, passionate, caring professional who will work as a team player to launch this vibrant program, fulfill the Horizons mission, and create a joyous, inclusive, inspiring, and educational culture. The Communications and Marketing Manager will work with a team of educators and will be supported by the Executive Director. We hope that Horizons summer staff members will return to the program for more than one summer as we



continue to work together, support our students, and build the program and the community.

### **Essential Job Functions:**

The Communications and Marketing Manager will:

- Develop, implement, and evaluate the program's strategic marketing and communications plan to advance the brand, mission, program, and goals of the program through both internal and external communications.
- Define and lead all outreach initiatives, publications, social media marketing, and other external messages in alignment with the program's communication guidelines and brand identity.
- Effectively communicate program initiatives and priorities to all stakeholders to ensure clarity and community buy-in.
- Ensure brand and messaging quality and consistency apply to all communications, activities, and events and among professional and volunteer leadership.
- Collect and analyze data to monitor emerging trends in non-profit and school-related data to measure the efficacy of all marketing and communications activities.
- 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 Executive Director to design and produce all creative materials in print and digital format, including the school magazine, annual impact report, and other publications.
- Lead the strategy and development of the Horizons website and implement effective information management processes.
- Lead the production of all video and photo content.
- Assist with the execution and marketing for all special events hosted by the program.
- Analyze the school's customer experience for all constituents and identify areas of opportunity through use of focus groups, surveys, and analytics.
- Collaborate with the Executive Director to ensure transparency and consistency in communication regarding issues, crises, and incidents.
- Execute communications training for all employees.

### **Qualifications:**

In addition to a strong commitment to Horizon's mission, this position requires a balance of knowledge of best practices and practical experience, and proficiency in instruction



skills. The ideal candidate for the Communications/Marketing position must be flexible, well-organized, capable of taking the initiative, and enthusiastic about teaching and learning. More detailed qualifications for this position include:

- Bachelor's degree or related experience in marketing, communications, journalism, or a related area required
- Comprehensive knowledge of strategic marketing and communications principles
- 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
- Immersion in diversity work — both in training and implementation — and a commitment to fostering culturally competent and inclusive learning environments.
- Fluency in English/Spanish preferred (bicultural also preferred).
- Excellent communication, interpersonal, organizational, and time management skills.
- Leadership experience and the ability to work as a multidisciplinary team member.

**Dates:**

This is an Exempt Seasonal position (Working hours: Monday – Friday, 8:30 am – 12:30 pm), salary is based on experience. This position is not eligible for benefits.

- Monday, June 26 - Friday, August 4 and Saturday, August 5 - Six-week program and Showcase

**Salary and Benefits:**

This is an **Exempt Seasonal** position. The pay rate range is \$1,050-\$1,312.50/week, depending on experience. This position is not eligible for benefits.

**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, age, mental or



physical disability, medical condition, genetic information, military or veteran status, or any other basis prohibited by federal, state, or local law. Horizons at Francis Parker School is an equal-opportunity employer.

**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 transcripts.

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

Erika Assadi, [horizons@francisparker.org](mailto:horizons@francisparker.org)

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

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