

**Job Title: Director of Communications**  
**Reports to: Director of Advancement**  
**Employment: Full-time, salaried, exempt**

## **School Overview**

Keys School challenges students to develop a keen intellect and a generous spirit, to advocate for themselves and others, and to honor curiosity and reflection in an increasingly hurried world.

## **Keys Students**

- Know themselves and treasure relationships
- Pursue intellectual challenges
- Reason, communicate, and persuade with conviction
- Play, perform, and create with enthusiasm
- Utilize technology to advance innovation, design, and collaboration
- Explore the natural world and its complex systems
- Seek and embrace the diverse perspectives and experiences of our global community
- Thrive in high school and life

**Position Summary:** The Director of Communications at the Keys School supports the overall internal and external communications functions of the school. This includes working closely with the Head of School and reporting to the Director of Advancement, along with collaborations with the Director of Development Alumni Relations and Director of Community Engagement.

Responsibilities include developing and managing the annual communications plan, crisis and ad hoc communications needed by the Head of School or Board of Trustees, and materials for campaigns and special initiatives and events. This is a full-time, year-round position with benefits.

**What You'll Do:** Examples of the Director of Communications responsibilities include, but are not limited to:

- Develop, manage, and deploy annual Communications and Marketing Plan, including:
  - social media content strategy, campaign, and ads,
  - research and conduct competitive analysis on Independent school market and educational trends,

- presentations,
- publications,
- branded school swag,
- relationships and channel partners that promote the school's key messages,
- public relations and press releases,
- regular school community communications, and
- emergency and ad hoc communications needs.
- Develop and manage annual Communications and Marketing Budget
- Ensure communications reflect and emphasize Keys' commitment to diversity, equity, inclusion, and social justice through consistent application of anti-bias, anti-racist, and culturally competent lenses.
- Responsible for leading Key School's Brand Strategy and developing its visual identity, including:
  - website,
  - branding and style guide,
  - written, visual, video, and audio assets to support communication needs, including printed and digital collateral.
- Work closely and oversee Advancement Associate and Communications Coordinator on execution of projects including:
  - digital newsletters,
  - invitations,
  - gift acknowledgments,
  - annual report and
  - social media campaigns.
- Work closely with the Admissions Department to develop collateral materials and provide project support.

**What You Need: Skills, Qualifications, Experience, Personal Qualities:**

- Bachelor's degree and 3-5 years communications experience, preferably in an independent school or higher education setting
- High degree of self-awareness, integrity, trust, and emotional intelligence with capability to be an excellent team member and leader
- Capacity to pivot and adapt to change, take initiative and be self-directed while working independently, and communicate and meet deadlines
- Powerful proficiency in social media, marketing, repurposing content, editing, and copywriting; excellent verbal and written communication skills and genuine love of storytelling
- Experience hiring knowledgeable vendors, contractors, and managing their deliverables, both in quality and in meeting timelines
- Facility with and growth mindset towards learning and managing CRM, database, and email marketing platforms, including willingness to try new tools not necessarily designed specifically for schools

- Alignment with the mission and values of Keys School particularly diversity, equity, inclusion and social justice
- Availability to work evening and weekend special events as needed

### Who You Are:

- You are a team player who ***thrives in collaborative environments*** with the ***ability to motivate, inspire, develop, and work with a diverse group*** of teachers, leaders, staff members, and community members. You're ***committed to continuous improvement***, see ***feedback*** as a positive, and have a ***growth mindset***.
- You are ***empathetic, compassionate, and communicate well***. You recognize ***relationships are the key to everything***, and you're ***willing to have hard conversations***, act regeneratively, and ***hold space for diverse perspectives***.
- You are ***dedicated to social justice work*** and ***recognize diversity, equity, and inclusion work as central*** to the school's mission and your work;
- You are ***innovative and a strategic thinker*** working to make Keys School the premier independent school in the region.
- You are ***inspired by and champion Keys' mission*** to grow emotional intelligence in children and adults and know it as critical to self-regulation, professional and personal growth, and living a fulfilling life;
- You have ***meticulous attention to detail and strong organizational skills***; you have strong management skills and are positive and resilient in the face of challenges;

### TO APPLY

Interested and qualified candidates should submit electronically in one email and as separate documents (preferably PDF's) as attachments, the following materials:

- A cover letter expressing your interest in this particular position and answering these questions in 1-2 paragraphs each:

**Let us know "Why Keys now?"** We want to know what is it about working in an independent K-8 school that moves you, especially if you're coming from the private sector?

**Tell us how you feel about teamwork.** What makes a great "dream team" for you and how would you contribute towards making this possible? If we are working together, how can we support you and how would you support others?

Please visit <https://keysschool.org/inclusivity-diversity/> and let us know **your thoughts**. Anything goes here! We just want to hear how it touches you or your life in any way if at all.

**What are your thoughts on how do schools need to be communicating these days? With limited time and bandwidth among parents, how should we capture their attention best?**

**Please link to anything you've written that you're proud of.** If this includes anything you've designed yourself or directed the design of, please also share this. No more than 5 links, please.

- A current resumé
- A list of two professional references with name, phone number, and email address of each (references will not be contacted until a serious mutual interest is established, and not without the candidate's permission)

Send application to [jobs@keysschool.org](mailto:jobs@keysschool.org)

**Other information:**

Keys School is an Equal Opportunity Employer. Qualified applicants are considered for employment without regard to age (40 and older), race, color, ancestry, religion, gender identity & gender expression, national origin, disability: physical or mental, sexual orientation, citizenship status, sex (including pregnancy, childbirth, and related medical conditions), medical condition, AIDS/HIV, genetic information, marital status, military or veteran status, political affiliations or activities, and status as a victim of domestic violence, assault, or stalking. For more information on the school, please visit [keysschool.org](http://keysschool.org).