



Charleston Day School

Communications & Marketing Specialist

Charleston Day School seeks a creative and energetic Communications & Marketing Specialist (CMS) whose primary responsibility will be to “tell the story” of the School to both current and prospective families. This 12 month position reports to the Head of School and offers an excellent opportunity to become involved in all aspects of communications and marketing for a dynamic K-8 independent school.

The CMS will be responsible for articulating and promoting CDS' mission, strategic goals, and institutional brand. This person will create and execute tactics to support CDS' overall marketing and communication strategy while working across various departments, most notably Advancement and Enrollment. Collaboration with other areas of the school is critical as well, including athletics, senior leadership, division directors, teachers, and students.

A wide variety of skills are necessary for this role including, but not limited to: branding, digital marketing, videography, and video editing, public relations, advertising, strategy, and big picture creative thinking. Graphic design skills are preferred but not required.

Key Functions:

- Develops an integrated communication plan that supports the School mission and institutional and divisional priorities.
- Designs or manages the design of in house materials including event posters, invitations, digital assets, publications, and promotional items.
- Partners with departments across the School to identify communication opportunities designed to inform and build relationships with key audiences, including students, parents, faculty, staff, prospective students, alumni, and the greater Charleston community.
- Builds and fosters relationships with media outlets; creates press releases weekly and communicates with media about opportunities for coverage
- Develops and executes efforts designed to attract prospective families and engage current families, donors, and alumni while increasing the School's visibility and department goals (Enrollment & Advancement).
- Assists in producing content, including talking points, briefings, and copy and messages for various platforms
- Manages and creates content for school social media accounts.
- Experience in a school setting is preferred, but not required. The ability and desire to become involved in the life of the School are essential.
- Other duties as assigned.

Qualified candidates should have an undergraduate degree in communications, marketing, business or other related fields and related experience, be a versatile team member, excellent writer, and a creative thinker who can manage a variety of work from concept to execution. A good sense of humor and growth mindset are a must. Depending upon events, some evening and weekend hours are required. Interested candidates should send a cover letter and resume to registrar@charlestday.org.