



Charleston Day School

Director of Marketing & Communications

Charleston Day School seeks a creative and energetic Director of Marketing & Communications to “tell the story” of the School to both current and prospective families across relevant print and digital platforms. 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.

At the broadest level, the Director of Marketing & Communications 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.

Most immediately, this role will also oversee a set of exciting new and ongoing projects critical to the School's communications and outreach efforts, including a website redesign and the production of the School's semi-annual print magazine.

A wide variety of skills are necessary for this role. In addition to strong project management and organizational skills, we are also looking for candidates with strong experience in the following areas: branding; writing and editing; digital marketing (website, direct mail/email, social media content strategy); familiarity with MailChimp and Canva; videography and video editing; publication production; public relations; advertising; and big-picture creative thinking. Graphic design skills are preferred.

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 marketing collateral and materials, including event posters, invitations, digital assets, branded publications, and promotional items.
- Serves as project lead on the development, redesign, and activation of a new School website.
- Assists in producing content, including talking points, briefings, and copy and messages for internal and external platforms.
- Coordinates weekly email newsletter to parents.
- 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, donors, alumni, and the greater Charleston community.
- Builds and fosters relationships with media outlets; creates regular press releases and communicates with media about opportunities for coverage to increase the School's visibility and department goals (Enrollment & Advancement).
- Other duties as assigned.

Qualified candidates should have an undergraduate degree in communications, marketing, business, or other related field, as well as related professional experience. Experience in a school setting is preferred but not required. The ability and desire to become involved in the life of the School, and to play a versatile role within a team atmosphere, are, however, essential. Additionally, applicants should be tactful communicators and creative thinkers who can manage a variety of projects from concept to execution. A good sense of humor, demonstrated care for children, and a 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@charlestownday.org.

All applications are considered without regard to race, color, religion, sex, national origin, age, veteran status or the presence of non job-related medical condition or disability.

About Charleston Day School:

Charleston Day School (CDS) is a coeducational K-8 day school located in the heart of downtown Charleston, a city rich in history and steeped in beauty. The School and the city have been closely intertwined throughout the 85 years of the School's existence, and Charleston is an integral part of Charleston Day School's identity. From its beginnings as a small neighborhood school to its current manifestation as a vibrant 260-student urban institution that serves families throughout the city, CDS has steadfastly maintained a reputation for both rigorous academics and emphasis on character development. The mission of CDS is "to foster scholarship, integrity, respect, and responsibility" in its students. CDS is fully accredited by the Southern Association of Colleges and Schools (SACS) and the Southern Association of Independent Schools (SAIS). For more information on Charleston Day School, please visit our website at www.charlestowndayschool.org.