



**Lancaster Country Day School
Position Description**

Position Title: Director of Communications

Department/Division: Administration

Reports to: Head of School

Position Status: Exempt

Created/Updated: July 2019

Position Summary:

Lancaster Country Day School seeks a Director of Communications to lead a comprehensive communications program in support of the School's goals and people. Reporting to the Head of School, the Director will be a member of the Senior Administrative Team.

Requirements:

- Bachelor's degree in a liberal arts discipline such as English, or in journalism, marketing or a related field
- Outstanding interpersonal skills: friendly, outgoing and welcoming; develops strong, positive, meaningful relationships with a wide variety of people; negotiates differing viewpoints with grace; persuasive
- Proven excellent writing and editing skills
- Highly organized: able to deliver priorities while serving a large number of clients
- Experience in comprehensive communications, including writing, editing, media relations, social media engagement, emergency and/or crisis communications, website management, video creation, photography direction, marketing communications, community relations, special projects and special events management
- Champion for independent P-12 education
- Desire to be part of a tight-knit community
- Seven to 10 years' work experience in communications, marketing or a related field, including some experience in a nonprofit setting.
- Three years' managerial experience, including supervising others and managing a budget

Responsibilities:

- Work closely with the Head of School, Director of Admission and Chief Advancement Officer, and actively engage the entire Senior Administrative Team to achieve the School's goals

- Produce and execute an annual operating plan for the Communications Office, prioritizing support of student recruitment, fund-raising, the Head of School, and the School's reputation
- Oversee the school's official social media accounts, developing a plan to assure timely, accurate and compelling updates, dissemination of content across platforms and engagement with online communities
- Serve as editor-in-chief of all significant communications, assuring that content projects welcome, respect and inclusiveness, that professional standards are met, and that form and design are attractive, legible, suitable and useful for the intended audience
- Serve as spokesperson to the media, an ambassador for the school in the local community and a vocal advocate for the value of an independent education
- Work with the Director of Admission to craft succinct messaging for recruitment
- Create a media relations program: scout for and research story ideas; position administrators and faculty members as expert sources on defined topics; and cultivate journalists
- Be visible in and outside the school, expressing genuine interest in students, parents, alumni and trustees, and participating in School life by regularly attending School athletic contests, arts events, alumni receptions and the like
- Write in a variety of forms and for any occasion, as needed
- Measure the effectiveness of communications tactics and, as needed, produce cost/benefit analyses to determine tactics' value, spur improvement and reduce expenses
- Supervise two direct reports
- Assemble and lead cross-departmental teams as needed
- Manage the departmental budget
- Other duties as assigned

To apply, please submit a cover letter, résumé, three published writing samples and the [LCDS Employment Application](#) to tarvinb@lanastercountryday.org.