



BENTLEY SCHOOL

Director of Communications

Bentley School
Oakland and Lafayette, California

Bentley School is a K-12 co-educational, independent day school located on two campuses in Oakland (K-8) and Lafayette (9-12), California. Founded in 1920, Bentley School's legacy of excellence in teaching and learning maximizes student success in college and throughout their lives. Bentley is an inclusive community that shares a vision of academic achievement, balance, and the cultivation of character.

Director of Communications

In partnership with members of the Senior Administrative team and other colleagues, the Director of Communications is responsible for advancing the brand, mission, program, and goals of the school through both internal and external communications. The individual in this position is responsible for the School's strategic communications plan and oversees content creation and deployment across all of Bentley's channels (web, social media, photography and videography, PR/press releases, email and SMS, newsletters, and print publications). Reporting to the Head of School, the Director of Communications will be a visible, collaborative community presence, forging relationships with faculty/staff, students, parents, alumni, and key volunteers that will facilitate an exchange of information across the community. They will partner effectively with other members of the Senior Administrative team.

The ideal candidate is a dynamic leader with excellent people skills. This person is an excellent writer, a strategic thinker, and a creative problem solver, who is also able to roll up their sleeves to get work done. The ability to listen and understand audience needs is critical. With qualities of integrity, credibility, and commitment to the school's mission, the Director is able to maintain a high level of professionalism and confidentiality.



**Carney
Sandoe**
& ASSOCIATES

Carney, Sandoe & Associates

The Search Group

200 High Street, Suite 610, Boston, MA 02110

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Essential Duties and Responsibilities

- Strategize, create, and deploy all aspects of the School's electronic and print communications (internal and external), ensuring the continuity of the School's brand and message.
- Oversee the work of graphic designers and print vendors in the production of printed materials and web visuals across the School's departments and program areas.
- Provide communications support materials and tools across school departments and program areas (templates, style guide, branding elements, etc.) and work to ensure editorial and visual consistency in all communications pieces.
- Produce and distribute Bentley's email newsletters and other pertinent correspondence to create consistent and timely school-wide messaging.
- Manage the School's social media strategy, content, and presence.
- Work closely with photographers and videographers to capture key school events and activities.
- Oversee the content, design, maintenance, and performance of Bentley's website and internal portal platform.
- Monitor and improve the performance of Bentley's digital communications channels, including the website, email newsletters, social media channels, and advertising.
- Promote and market internal and external school events, including Gala, admissions events, donor stewardship, and fundraising events.
- Collaborate closely with the Director of Enrollment Management and Director of Development to produce outreach materials for various needs and school initiatives.
- Coordinating and managing all advertising, publicity, and public relations efforts with media and affiliate organizations.
- Work with the Bentley Parent Association on streamlining communications.
- Oversee and manage the Communications budget.
- Serve as lead for the School's strategic messaging and brand identity.
- Maintain a strategic presence for Head of School, Division Heads, the Board of Trustees, and other leaders as it relates to communication issues.
- Attend Admissions, Development, and special and school-wide events as needed.
- Perform other duties as assigned by and in support of the Head of School.



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Qualifications

The Director of Communications serves as writer, editor, and producer of digital communications. As a result, the successful candidate will have a wide cross-section of skills and professional expertise.

- A minimum of five (5) years of relevant full-time experience in creative marketing, public relations, brand stewardship, communications, and publications project management, preferably in a school setting.
- Excellent writing, editing, organizational skills, and attention to detail.
- Strong leadership and interpersonal skills, allowing one to work effectively with colleagues, solve problems and represent Bentley in the community.
- A bachelor's degree or higher.
- Strong and demonstrated experience of strategically engaging different stakeholder groups within and outside of an organization.
- A strong understanding of the uses and mechanics of social media and other digital platforms.
- Demonstrated planning, project management, and organizational skills.
- Excellent, passionate, and collaborative institutional storyteller.
- Actively engaged in ongoing professional development and best practices within the field of marketing and communications.
- Ability to be a self-starter and work independently, multi-task, meet deadlines, and manage multiple projects at once.
- Excellent technical skills and comfort with learning new systems and software.
- Familiarity with current software and technologies including extensive use of website and social media as well as high proficiency in the Google suite of products.
- Personality and disposition that are characterized by creativity, collaboration, attention to detail, intellectual curiosity, and a sense of humor.



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Pay Range, Work Schedule, and Requirements

Bentley uses a competitive salary scale, which takes into account experience, education, and skill level. The salary for this position ranges from \$125,000 - \$160,000. This is a twelve (12) month position and exempt. The position requires occasional weekend and evening work. Bentley School requires all employees to be fully vaccinated against COVID-19 and remain up to date with COVID-19 vaccine boosters.

Interested Persons Contact:

Jonathan K. Ball
Managing Associate
Carney, Sandoe & Associates
617-933-3450 (dir)
jball@carneysandoe.com

All inquiries and nominations are kept confidential.

Bentley School is an equal opportunity employer and seeks rich diversity among faculty and administration. Bentley School offers equal employment opportunities to all applicants for employment and all employees without regard to sex, gender, gender identity, gender expression, transgender, race, color, caste, national origin, ancestry, ethnicity, religion, religious creed, sexual orientation, age, marital status, military or veteran status, genetic characteristic or genetic information, physical or mental disability, medical condition, citizenship, medical leave or other types of protected leave, domestic violence victim status, or any other characteristic protected by federal, state or local laws. An applicant who does not meet the minimum qualifications of the position(s) for which the applicant applies will not be considered for employment. If you need a reasonable accommodation to apply or interview for the position, or otherwise participate in the hiring process, please notify Human Resources.



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