

# DIRECTOR OF COMMUNICATIONS SEARCH

## CITY AND COUNTRY SCHOOL

New York, New York

[cityandcountry.org](http://cityandcountry.org)

Start Date: January 2024  
(can offer a July 2024 start date)



City and Country School



**Carney  
Sandoe**  
& ASSOCIATES

[CARNEYSANDOE.COM](http://CARNEYSANDOE.COM)



## Mission Statement

City and Country School, for children ages 2-13, was founded in 1914 by the pioneering educator, Caroline Pratt, during the dynamic period of Progressive Education.

Believing that education is fundamentally a social process, we strive to create a vital school community that supports each child's innate passion for learning while also expanding their understanding of communities and cultures that exist beyond school and home.

The teacher's place is alongside the child, posing questions that elicit imaginative thinking, problem-solving, and decision-making in pursuit of a deeper perspective. In the partnership of learning among children and teachers, community is lived through purposeful experiences that foster responsibility, cooperation, active participation, care, and respect—qualities necessary to the life of a democratic society.

With social studies as the core of the curriculum, enriched through science, mathematics, literature, and the arts, students are offered varied opportunities to explore and question the human story, both past and present. Academic and practical skills are embedded in contexts meaningful to children, within larger, in-depth investigations.

At City and Country, we assume an ongoing responsibility to understand and reflect the diverse identities, backgrounds, and cultures inherent in our city, which is essential to innovate and thrive. We are committed to making our school authentically inclusive through the lens of antiracism and social justice, ensuring everyone's fundamental right to be seen, be valued, and belong.

City and Country graduates are rigorous, original thinkers who embrace inquiry and experimentation as a means toward discovery. Compassionate in spirit, supportive of the needs and ideas of fellow citizens, and sure of their ability to solve problems, they move confidently into the world and contribute positively throughout their lives.





## At a Glance



Established  
**1914**



Enrollment  
**351**



Average class size  
**16**



Students of color  
**43%**



Total faculty  
**76**



Financial aid awarded  
**\$3,320,000**

Student/teacher ratio: Range from 5:1 (IIs) to  
12:1 (XIIIs)

Students receiving aid: 23%

Operating budget: \$16 million

Endowment: \$10.2 million

Development: annual giving (2021-2022):  
\$2.9 million



## Overview

City and Country School is a coeducational independent progressive school for children ages 2–13 located in the Greenwich Village neighborhood of Manhattan. Students at City and Country learn by doing and develop a strong sense of responsibility and community through group experiences such as collaborative block-building; School-serving jobs; creating original plays that emerge from the curriculum; and experiential excursions. Founded in 1914 as a preschool in a three-bedroom apartment, City and Country now occupies seven reconfigured townhouses on West 12th and 13th Streets separated by open-air courtyards used for recreation and other activities.

The school believes the teacher's place is alongside the child, posing questions that elicit imaginative thinking, problem-solving, and decision-making in pursuit of a deeper perspective. An underlying respect for children, and a focus on their own questions as the most productive means toward meaningful research, are among the hallmarks of City and Country School's program. City and Country graduates go on to attend many of the leading public and private secondary schools in New York City and the country. The school is rightfully proud of a warm and connected community and meaningful relationships between community members endure. The summer of 2023 marked a thrilling new chapter for City and Country as the community enthusiastically welcomed Frank Patti, a gifted and passionate educator, as Principal.

Now, City and Country seeks an experienced and innovative communications and marketing professional to serve as the school's next Director of Communications. Reporting to Principal Frank Patti, the Director of Communications is charged with the development, coordination, and execution of a comprehensive communications and marketing program. By enhancing City and Country's brand and increasing its visibility as a national leader in progressive education via strategic print and digital communications, the Director of Communications will advance the school's mission. As a member of the senior administrative team, the Director of Communications will develop strong and productive partnerships with the professional community and work closely with the Director of Admissions and the Director of Development to support enrollment and fundraising goals and initiatives. Overseeing the Communications Office, which also includes an Associate Director of Communications, the Director of Communications will actively engage in the life of the school and will have the opportunity to connect with all constituencies at City and Country including faculty, staff, parents, alumni, parents of alumni, and students.





## Opportunities and Challenges

Looking ahead, the priorities, opportunities, and challenges for the Director of Communications include:

### **Strengthening the City and Country Brand**

Throughout its history, City and Country has been regarded and recognized as an institutional leader in progressive education in the New York City market and beyond. The Director of Communications is charged with strengthening the value proposition and the articulation of the benefits of City and Country's unique academic program to all constituencies. By creating a stronger visual and written brand identity, the Director of Communications will ensure that City and Country's programmatic strengths and student experience is recognized, celebrated, and amplified. Future strategic initiatives are likely to include the redesign of the website and printed collateral material, along with the enhancement of a comprehensive digital marketing program.

### **Working Successfully with and for the Principal and Board of Trustees**

The Director of Communications will serve as a trusted and reliable strategic partner to both Principal Frank Patti and City and Country's Board of Trustees. Frank is a gifted and talented communicator and storyteller and will rely on the Director of Communications for collaboration, creative insight, and strategic medium positioning on his messaging to the community. In conjunction with the Principal and Board, this position will be responsible for the oversight of crisis communications and maintaining a productive and professional relationship with media outlets. The Director of Communications will be welcomed by a talented and dedicated Board of Trustees that embraces the importance of strategic marketing and communication initiatives for the school.

### **Partnering with Admissions and Development Programs**

A strong communications program relies on close and productive working relationships with other operational programs. The next leader of Communications will strengthen partnerships with the Admissions and Development programs, ensuring thoughtful collaboration on goal setting and project management execution. To ensure that the school achieves its goals for enrollment and retention, the Director of Communications will partner closely with the Director of Admissions to develop a holistic marketing and outreach program for prospective and current families. In addition, given the vital role of philanthropy at City and Country, the Director of Communications will closely strategize with the Director of Development on developing the case for support and creating compelling and successful targeted appeals for all constituencies.



## Managing Community and External Relations

As the manager for all community wide and external communications, the Director of Communications is charged with orchestrating and implementing a clear, concise, and consistent communications strategy that captures the joy of the City and Country experience.

## Responsibilities

- Develop creative strategies to promote the School's vision through multimedia, events, print publications, and visual, verbal, and printed messages to ensure that C&C is recognized as a leader in progressive education.
- Supervise the Associate Director of Communications.
- Partner with Development and Admissions to seek new media opportunities to enhance the visibility of the School's programs.
- Create and oversee implementation of a comprehensive internal and external communications plan.
- Edit and/or ghostwrite communications from the Principal and Board of Trustees.
- Design and maintain a public relations strategy and crisis communication plan.
- Attend monthly meetings of the Board of Trustees, present as needed on topics related to school communications, marketing, and crisis communications.
- Provide strategic counsel to the Principal, Board, and leadership team on communications matters.
- Collaborate with Admissions on the creation of an annual marketing plan.
- Lead regular Marketing team meetings.
- Oversee and manage the implementation of the marketing plan, including providing regular updates on effectiveness of different marketing efforts.
- Oversee production of all-school publications. See samples at [www.cityandcountry.org/publications](http://www.cityandcountry.org/publications).
- Write and edit articles for the school's magazine (*Works in Progress*) and other school publications as needed.
- Maintain a Press Kit for public relations; establish relationships, create content, and distribute to local and national media outlets.
- Oversee publication of weekly school events email.
- Manage and/or contribute to special communications projects.
- Manage the School website.
- Manage updates and maintenance of the website to ensure accuracy of information.
- Oversee ongoing web-based projects, such as online gallery, password-protected web portal, digital versions of print publications, etc.





- Oversee the school's social media strategy and implementation.
- Oversee schedule and content of email/web communications with families, including routine communications and special announcements.
- Assist faculty and staff with communications as needed (e.g., Admissions and Development materials, presentations, advertisements, math newsletters, letters, handbooks, etc.)
- Stay abreast of C&C and relevant education topics in external media and respond for corrections or editorial letters, as appropriate.
- Maintain a style guide to ensure the unified presentation of all communication materials (print and electronic) produced by the school.
- Oversee Ruvna, the School's emergency notification system, and participate in emergency drills.
- Coordinate and maintain all digital files of photos that relate to the school for current use and coordinate with C&C archivists for ongoing use.
- Attend professional meetings, conferences, and workshops as appropriate.

## Qualifications and Personal Attributes

- Master's degree or significant equivalent experience.
- Minimum 5 years' experience in journalism, communications, media, or related communications field; school experience preferable but not essential.
- Excellent organizational, writing, interview, and editing skills required.
- Ability to think strategically about communications objectives and how to meet those objectives.
- Ability to speak with and craft messaging for multiple constituencies.
- Ability to remain calm in a fast-paced environment and a joyous sense of humor.
- Knowledge of web content management systems, web analytics, social media, and Adobe Creative Suite. Knowledge of Blackbaud, HTML preferred.

# Learn More

Click on the links below to learn more about City and Country School.

[School Website](#)

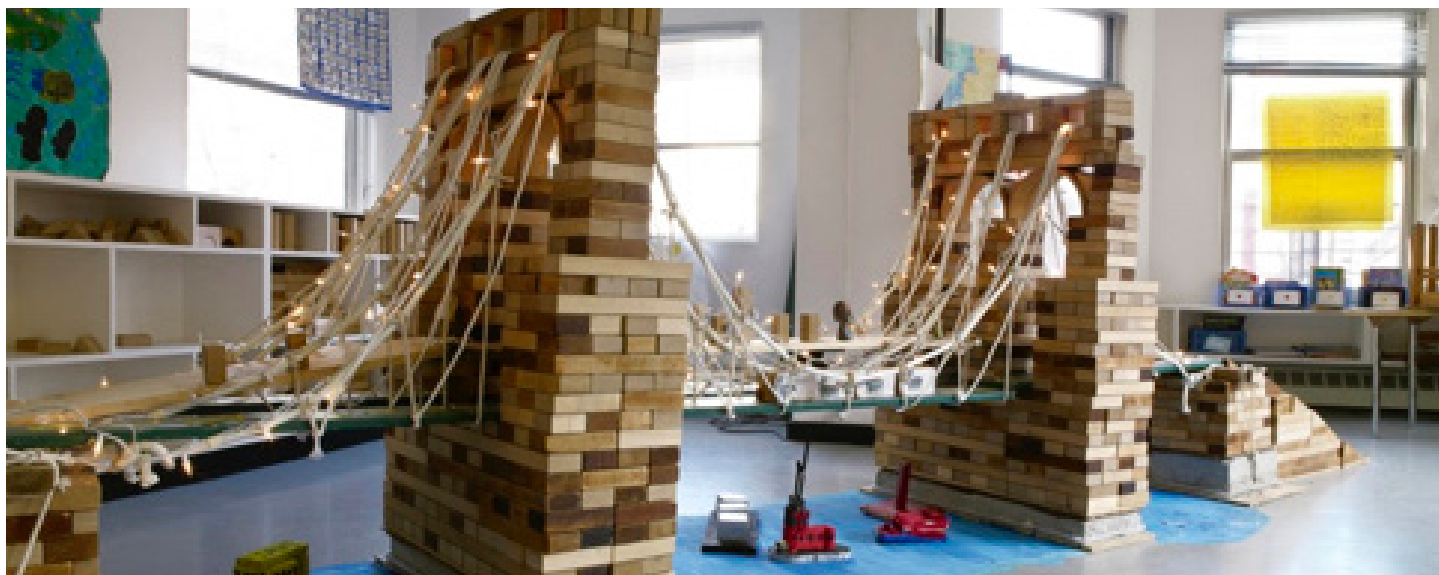
[High School Matriculation](#)

[School History](#)

[Community Life, Equity, and Inclusion](#)

[Strategic Plan](#)

[About Greenwich Village, New York](#)



## To Apply

Interested and qualified candidates are invited to contact the consultants in confidence. Candidates will ultimately need to submit the following materials as separate PDF documents:

- A cover letter expressing their interest in this particular position;
- A current résumé;
- A list of five professional references with name, relationship, phone number, and email address of each (references will not be contacted without the candidate's permission) to:

### **Sara Shulman**

Consultant

sara.shulman@carneysandoe.com

### **Jonathan Ball**

Consultant

jonathan.ball@carneysandoe.com

*City and Country School is deeply committed to and supports community and diversity in all forms including race, religion, national and ethnic origin, gender identity, gender expression, sexual orientation, disability, age, or any other status protected by applicable law. As such, C&C welcomes and encourages all candidates representing the diversity of today's global world.*

*C&C is committed to attracting and retaining outstanding professionals through a competitive compensation plan, including a full benefits package with retirement plan and medical/dental/vision coverage.*

*The salary range for this position is \$175,000-\$205,000.*