



## Director of Marketing and Communications

Charlotte Latin School  
Charlotte, North Carolina

---

Charlotte Latin is an accredited, independent, coeducational, non-sectarian, college-preparatory day school serving more than 1,500 students in transitional kindergarten through the twelfth grade. Charlotte Latin School develops courageous, honorable leaders, fueled by intellectual curiosity and guided by a commitment to excellence, who can navigate and thrive in a complex global society.

We believe in whole child education, that our talented and dedicated employees are a treasured resource, and that all students can lead. The future of Latin provides practical, experiential opportunities that allow students to apply content knowledge through investigation, to engage in perspective-taking, to think critically, and to learn from their successes and failures. What students can do and how they respond to challenges are as important as what they know. The future of our world is increasingly diverse and driven by a global innovation economy. Our students must be prepared for cross-cultural interactions in academic, social, and professional settings with people whose lived experiences inform differing perspectives. Learn more about our strategic plan here: <https://www.charlottelatinleads.org/>



Carney  
Sandoe  
& ASSOCIATES

Carney, Sandoe & Associates

The Search Group

200 High Street, Suite 610, Boston, MA 02110

T 617.542.0260 · F 617.933.3426

search@carneysandoe.com · carneysandoe.com

## Director of Marketing and Communications

The Director of Marketing and Communications, reporting to the Director of Philanthropy, is responsible for the strategic communications program and public relations of Charlotte Latin, ensuring a positive and consistent image of the Charlotte Latin school to the community and public. The Director is also responsible for overseeing Charlotte Latin School's strategic marketing initiatives, including research, planning, creation of advertising and collateral, and constituent and demographic analysis. In addition, the director is responsible for shaping, planning, and executing messaging for the head of school.

The director oversees four full-time staff members to coordinate publications, advertising, website, visual identity, and branding across all divisions and departments. The director works in concert with admissions and philanthropy to ensure coordinated, timely, and strategic messaging. Responsibilities include but are not limited to producing print and electronic publications, internal communications to parents, faculty, and staff, crisis communication, and media relations. The director works with the technology on website design, content, and management as needed.



**Carney  
Sandoe**  
& ASSOCIATES

Carney, Sandoe & Associates

The Search Group

200 High Street, Suite 610, Boston, MA 02110

T 617.542.0260 · F 617.933.3426

search@carneysandoe.com · carneysandoe.com

## Essential Duties and Responsibilities

- **Strategic Communications:** Direct and cultivate our overarching communications program to establish a positive, clear image for our community and beyond.
- **Strategic Marketing:** Collaborate on integrated marketing efforts, from digital campaigns to print media, ensuring the school's voice effectively reaches its target audience. Oversee marketing initiatives, including research, planning, creation of advertising and collateral, and constituent and demographic analysis.
- **Messaging:** Orchestrate, plan, and implement essential communications, prominently including those for the Head of School. Consistently responsive and attentive to all communications needs of all constituents, including the academic leadership team, board of trustees, faculty, and staff.
- **Team Leadership:** Champion a team of four, ensuring a harmonized approach to publications, advertising, website, social media, brand identity, and other communication-related tasks. Coach and encourage the professional development of department staff. Develop and monitor the department's annual budget.
- **Interdepartmental Collaboration:** Engage seamlessly with the admissions, philanthropy, and technology departments to guarantee timely and strategic communication, including but not limited to producing print and electronic publications, internal communications to parents, faculty, and staff, crisis communication, and media relations.
- **Public Relations:** Cultivate and sustain media relationships, identifying and acting upon effective outreach opportunities for the school.
- **Digital Supervision:** Oversee the school's online portals, ensuring our website stays updated, user-friendly, and aligned with our messaging goals.
- **Brand Stewardship:** Steer our brand's direction from initiating market research to ensuring a powerful, unified brand identity.
- **Writer/Editor:** Supervise the school's primary writer and editor and oversee the school communications manual and style guide.

### Role Specifics:

- **Publications:** Oversee the creation and dissemination of publications, from semiannual magazines to annual reports, admissions, and fundraising materials.
- **Internal Communications:** Develop an annual plan for efficient, error-free communication of school news and events, including the school's family email newsletters.
- **Crisis Communication:** Lead during crises, guiding communication strategies.
- **Online Engagement:** Guide the online narrative by approving content for the public sections of the school's platforms to ensure effective, state-of-the-art architecture and timely content production.



**Carney  
Sandoe**  
& ASSOCIATES

Carney, Sandoe & Associates

The Search Group

200 High Street, Suite 610, Boston, MA 02110

T 617.542.0260 · F 617.933.3426

search@carneysandoe.com · carneysandoe.com

### Education and Experience:

- Bachelor's degree in a related field; Master's preferred.
- A minimum of five years in communications or marketing, seven-plus years preferred.
- Independent school experience is strongly preferred.
- Proven leadership experience with the ability to inspire and manage a team.



### Skills:

- Demonstrable proficiency in written, verbal, and organizational tasks.
- Familiarity with integrated marketing and communications principles are essential.
- Collaborative mindset, complemented by a proactive approach and adaptability.
- Comfort with MS Office, web applications, Adobe Creative Suite, and other related software.
- Knowledge about the role of technology and electronic communication in fundraising is preferred.
- A deep-rooted commitment to enhancing relationships within the CLS community while always upholding professionalism, honesty, and integrity.
- A philosophical alignment with the school's core values and curriculum and instruction, which can be found on our website: [www.charlottelatin.org](http://www.charlottelatin.org), including a commitment to promoting diversity, equity, and inclusion

### Working Conditions and Environment

- Intermittently lift, carry, push, and pull up to 15 pounds.
- Continuously see, sit, balance, grasp, and have repetitive use of arms, wrists, hands, and fingers; and some fine finger dexterity.
- Frequently talk and hear.
- Intermittently stand, stoop, bend, twist, crouch, kneel, crawl, walk, climb stairs and ladders, operate foot and hand controls, squeeze, and reach above shoulders.
- Exposure to dust, chemicals, fumes, flammables, grease, dirt, stacked materials, electrical equipment, machinery, low to medium noise levels, and moderate indoor heat and cold temperatures.
- Long or odd hours, as needed.



**Carney  
Sandoe**  
& ASSOCIATES

Carney, Sandoe & Associates

The Search Group

200 High Street, Suite 610, Boston, MA 02110

T 617.542.0260 · F 617.933.3426

[search@carneysandoe.com](mailto:search@carneysandoe.com) · [carneysandoe.com](http://carneysandoe.com)



## Supervisory Responsibilities

- Marketing and Communications staff

## Interested Persons Contact

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

[jball@carneysandoe.com](mailto:jball@carneysandoe.com)

*All inquiries and nominations are kept confidential.*

*Charlotte Latin does not discriminate on the basis of sex, race, color, religion, age, sexual orientation, disability, national origin, veteran status, military service obligation, or citizenship status with regard to employment practices, including hiring, termination, discipline, promotions, pay, or other terms and conditions of employment.*



Carney  
Sandoe  
& ASSOCIATES

Carney, Sandoe & Associates

The Search Group

200 High Street, Suite 610, Boston, MA 02110

T 617.542.0260 · F 617.933.3426

[search@carneysandoe.com](mailto:search@carneysandoe.com) · [carneysandoe.com](http://carneysandoe.com)