



## **Chief Marketing Officer**

Chatham Hall  
Chatham, Virginia

Chatham Hall is a girls' day and boarding school serving students in grades 9-12 in the Episcopal tradition. For more than 125 years it has equipped curious thinkers to lead lives of impact. Every day, students discover individual passions, learn to balance joy with challenge, gratitude with ambition, and to champion each other as they weave together informed perspectives that will make up their worldviews. In addition to nearly 150 students, the school includes a vibrant extended community of more than 3,000 alumnae, families, and friends. It is located on a 360-acre campus in Chatham, Virginia, within driving distance of Greensboro, Raleigh-Durham, Chapel Hill, Lynchburg, Roanoke, and Charlottesville. Visit [www.chathamhall.org](http://www.chathamhall.org) for more information.

Chatham Hall is accredited by the Virginia Association of Independent Schools, a member of the National Association for College Admission Counseling (NACAC), and in compliance with the NACAC's Principle of Good Practice.



**Carney  
Sandoe**  
& ASSOCIATES

Carney, Sandoe & Associates

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## Chief Marketing Officer

Chatham Hall, an all-girls boarding and day school in southern Virginia, seeks a visionary leader to drive its integrated marketing efforts and oversee strategic communications.

The Chief Marketing Officer is the creative, organized, and energetic leader of the Marketing & Communications team. This role is responsible for the vision and strategic direction of the school's marketing and communications efforts. The Chief Marketing Officer serves on the Administrative Leadership Team, and any additional school-wide, strategic committees as appropriate. This position supervises the Director of Communications.

## Responsibilities

- Mission and strategic vision;
- Integrated marketing including digital, print, and environmental advertising;
- External media outreach & school spokesperson;
- Leadership communications;
- Crisis communications;
- Overseeing the Director of Communications and strategic communication to all constituencies;
- Publications;
- Office and budget management.



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## Qualifications and Competencies

The Chief Marketing Officer should have at least a four-year degree, preferably with a communications, journalism, or digital media focus. An advanced degree is preferred. The ideal applicant will have 5+ years of marketing and communications experience, preferably at least in part in education. In addition, the applicant will have:

- Extensive experience writing for publication, including articles and announcements, press releases, blog posts, advertising copy, leadership letters, video and podcast scripts, and more;
- Experience crafting and implementing marketing and advertising campaigns;
- Graphic design experience and expertise;
- Experience with crisis communications;
- A strong understanding of Google Analytics, and AdSense;
- Comfort writing and editing to a variety of styles including AP;
- Proficiency with Google suite, Adobe Creative Suite (Photoshop, Illustrator, InDesign, or similar), social media platforms, email marketing platforms, HTML, video/audio and editing tools, and new media platforms.



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### Other Information

This administrative position is full time, salary exempt status (12-months/37.5 hours per week) and benefits eligible. Normal hours of work are 8:30 a.m. to 4:30 p.m. with frequent weekend and evening responsibilities. Salary is competitive, and housing may be provided.

### 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.*

*Chatham Hall complies with applicable federal and local laws prohibiting discrimination on the basis of race, creed, color, age, sex, disability, religion, national origin, or any other legally protected category.*



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