



FRENCH AMERICAN
INTERNATIONAL SCHOOL

INTERNATIONAL
HIGH SCHOOL

French American International School and
International High School ● San Francisco, CA

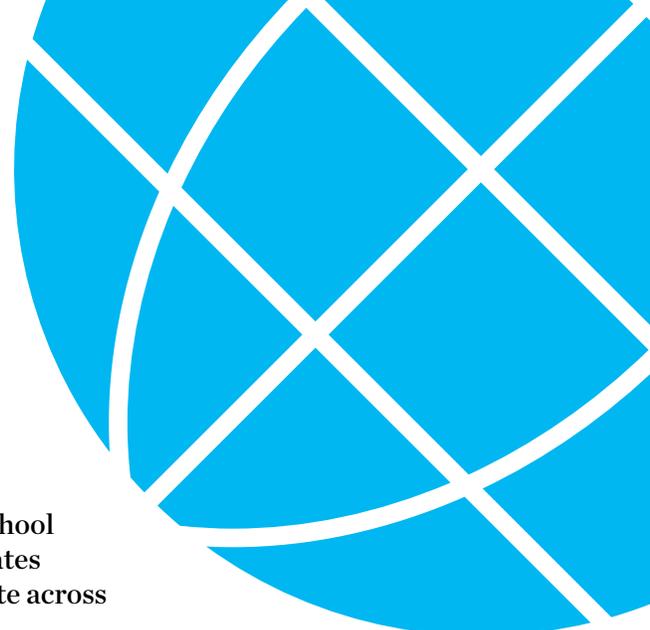
Director of Marketing & Communications

Start Date: July or August 2022

internationalsf.org



Carney
Sandoe
& ASSOCIATES



Our School

French American + International is a PK-12 independent school in San Francisco. Founded in 1962, the school is a multicultural, multilingual educational institution with over 1,100 students across an urban campus in the heart of the city. Guided by the principles of academic rigor and diversity, the French American International School offers programs of study in French and English to prepare its graduates for a world in which the ability to think critically and to communicate across cultures is of paramount importance.

Our Mission

Our international community brings together people from many backgrounds. Together we strive to create a shared culture that develops compassionate, confident, and principled people who will make the world better. We base our community on these values: Respect, Integrity, Inclusion, Collaboration, and Curiosity.



Mission

Guided by the principles of academic rigor and diversity, French American and International offers programs of study in French and English to prepare its graduates for a world in which the ability to think critically and to communicate across cultures is of paramount importance.

Guidé par des principes de rigueur académique et de diversité, le Lycée International Franco-Américain propose des programmes en français et en anglais, pour assurer la réussite de ses diplômés dans un monde dans lequel la pensée critique et la communication interculturelle seront déterminantes.

Values

Our international community brings together people from many backgrounds. Together we strive to create a shared culture that develops compassionate, confident, and principled people who will make the world better. We base our community on these values:

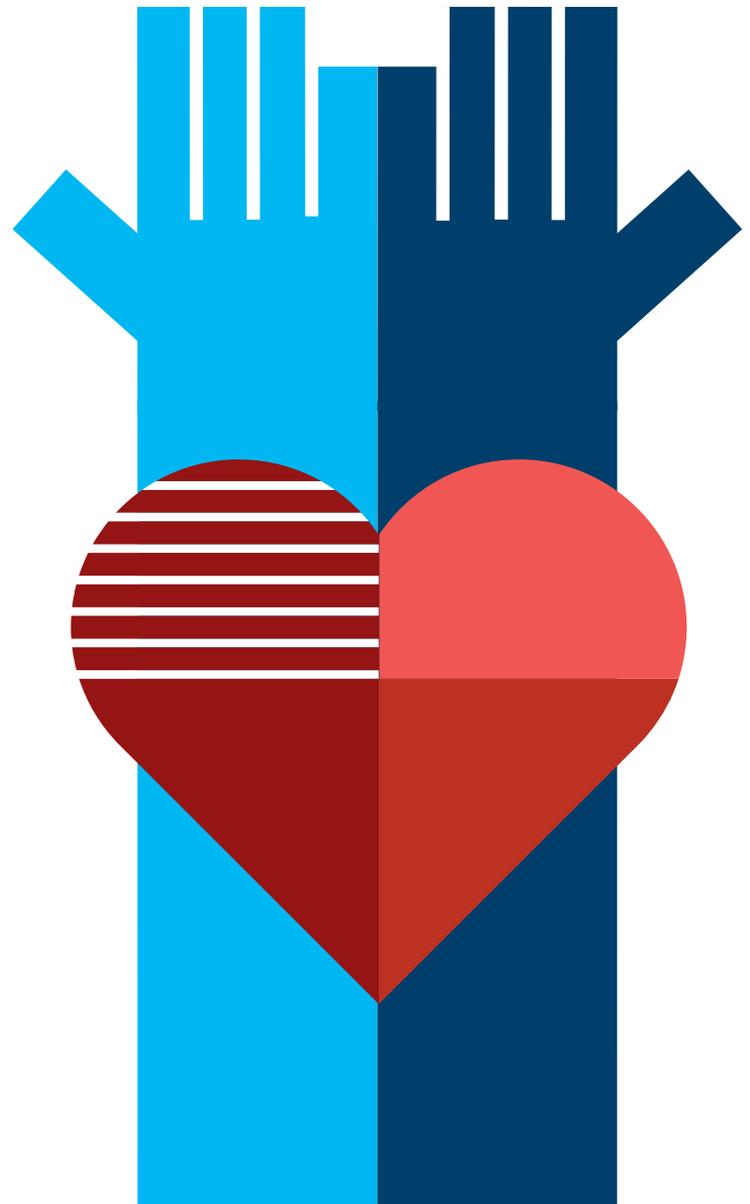
Respect, Integrity, Inclusion, Collaboration, and Curiosity.

Notre communauté internationale rassemble des personnes de toutes origines. Ensemble, nous contribuons à créer une culture qui forme des êtres altruistes et déterminés. Dotés d'un sens moral, ils œuvrent à un monde meilleur. Notre communauté repose sur les valeurs suivantes :

Respect, Intégrité, Inclusion, Collaboration, et Curiosité.

Commitment to Equity

We commit to advancing equity and social justice in our diverse, urban community. We fulfill this promise through our programs and practices, and we inspire and equip our students to live this commitment locally and internationally.



At a Glance

Founded: 1962

Total students: 1,081

High School students: 384

Students of color: 45%

Countries represented: 46

Number of High School Faculty: 55

Financial aid budget schoolwide: \$7.3 million

Financial aid as % of total revenue schoolwide: 18.1%

Students receiving financial aid schoolwide: 32%

School History

Founded in 1962, French American and International is San Francisco's oldest and largest international school. It is the first school in the city to offer the International Baccalaureate, and the fourth school in the United States to do so. Throughout its history, the school has remained dedicated to the guiding principles of academic rigor, diversity, critical thinking, and cross-cultural communication.



Academics

Global education has been at the heart of French American and International's mission since its founding. The school benefits from a multilingual, multinational school community and from bilingual, French, and International Baccalaureate programs. The core of its internationally-minded education is cross-cultural cognition — the ability to think, feel, and act across cultures.

French American International School's unique bilingual immersion environment begins in the Maternelle division, serving Pre-K 3, Pre-K4, and Kindergarten students. In classrooms at the Maternelle (and in Lower School and Middle School classrooms), teachers utilize the research-based Responsive Classroom approach that provides a safe, challenging, and joyful climate for students throughout their years at French American. Social-emotional learning (SEL) is intertwined into an academic program that is truly differentiated, addressing each student's needs. In the Maternelle, classes are conducted in French 80% of the time. Upon entering the Lower School, students are able to understand and communicate in French.

The bilingual immersion program continues in the Lower School, designed to make learning engaging and challenging while meeting the high standards of the U.S. and French educational systems. The Lower School core curriculum includes English and French literacy and language arts, history and geography, science, mathematics, music, theater, art, and physical education. French immersion is 80% in Grades 1 and 2, 50% in Grades 3 through 5. Throughout Lower School, teachers foster each child's linguistic and social emotional development, employing Responsive Classroom practices.



The Middle School further builds upon the French immersion experience and develops students' mastery of the language while establishing their skills in the academic disciplines. The curriculum includes literature (English and French), mathematics, history and geography, science and technology, a third language, visual and performing arts, and physical education. In the Middle School, 60% of instruction takes place in French, 30% is in English, and 10% is in the student's chosen third language (Arabic, Chinese, French, Italian, or Spanish). By Grade 8, all students are fluent in both French and English. Programming in Middle School supports students' social-emotional development as well. All students have the option to pursue a personal passion, discover a new interest, or try something unfamiliar in the low-risk environment of Exploration classes, the goal of which is to cultivate students' curiosity and love of learning in a hands-on environment and encourage self-expression and collaboration. Students' sense of identity and growing intellectual independence are fostered by an Advisory Program that provides supportive relationships and guidance for early adolescents.

In Grades 9 and 10, International High School welcomes both students from the PK-8 bilingual program as well as new students (who do not speak French) from leading Bay Area PK-8 schools. In these grades, students take classes that provide deepen their skills in the disciplines and ensure students explore widely while keeping their minds and options open. Students take all three sciences (biology, chemistry, and physics); study one or more modern language (Arabic, Chinese, French, Italian, or Spanish); study geography and history; take a research and design class; and explore several arts electives (music, theater, film, or visual art). Teachers implement the principles of Culturally Responsive Teaching (CRT), a dynamic pedagogy that recognizes and celebrates the importance of culture and students' cultural references in all aspects of learning.

In Grades 11 and 12, students pursue one of two baccalaureate programs. Both the International Baccalaureate Diploma (IB) and French Baccalauréat (Le Bac) are two-year, academically rigorous, mini-degree programs that allow students to customize their learning to their interests and passions. Both the IB and the Bac provide extraordinary levels of academic engagement and college preparation, and both are sought after by the most selective universities in the U.S. and abroad. Colleges know that International High School students come already prepared for the higher-level thinking, sophisticated writing, global mindedness, and independent research that lie ahead.



College Matriculation

International High School graduates attend top colleges and universities in the U.S. and abroad. The colleges and universities graduates from the class of 2021, for example, are attending include the following:

Bates College
Boston University
Bowdoin College
Brown University
Bryn Mawr College
California Polytechnic State
University, San Luis Obispo
Cambridge University
Carnegie Mellon University
Cornell University
Fordham University
George Washington University
Haverford College

Loyola Marymount University
McGill University
New York University
Northeastern University
Northwestern University
Purdue University
San Diego State University
Spelman College
Tufts University
Tulane University
University of California Berkeley
University of California Irvine
University of California Los Angeles

University of California San Diego
University of Chicago
University of Denver
University of Edinburgh
University of Glasgow
University of Notre Dame
University of Oregon
University of Pennsylvania
University of Saint Andrews
University of Southern California
University of Washington
Wesleyan University
Yale University



Global Travel

The school's signature Global Travel Program is unparalleled. Every year, students have the opportunity to participate in unforgettable trips in this country and abroad. These experiences are transformative learning moments that truly embody the school's mission and values.

The program begins with regional travel in the early years: Kindergartners participate in an overnight, while Lower School students take trips of several days to locations linked to the curriculum. Fifth graders participate in an exchange with a sister school in France, welcoming students into their homes and then traveling to Strasbourg to stay with them for two weeks. In Middle School, 6th graders travel to Washington, D.C., on a social studies trip, while 7th graders take a trip to the location of their third languages – to Arabic-, Italian-, Mandarin- or Spanish-speaking countries.

High School students can participate in trips all over the globe. Each destination has a specific theme and focus – athletic, linguistic, or scientific – but also contains a cultural and service-learning dimension. These travel opportunities provide extraordinary opportunities to enhance students' globally-focused education outside the classroom and enrich their linguistic proficiency.



Arts

From Maternelle to Grade 12, the school fosters a love of learning and aesthetics in the arts through a flexible and personalized curriculum that integrates French national and IB standards. “There’s almost always singing in the hallways of French American!” exclaimed a parent. Arts faculty are themselves all artists, performers, filmmakers, costume or set designers, editors, choreographers, and dancers — highly trained and globally-minded creators and performers. The school’s flagship theater company, Back à Dos, engages students in production and performance of classic, modern, and avant-garde work, and a number of graduates have gone on to careers in the arts. In addition to the daily curriculum, the school collaborates continually with other schools, organizations, and festivals to offer a variety of engaging masterclasses, workshops, and events to students and the wider community.

The Dennis Gallagher Arts Pavilion, features inspired classrooms for visual arts (including painting, sculpture, photography, videography, and more), theater, and music. The Pavilion also houses recording studios, media labs, and a black box theater.





Athletics

Athletics are fully integrated into the school's educational philosophy. The program is designed to foster a spirit of commitment, leadership, and sportsmanship while honoring cultural diversity and gender equity.

At the Lower School level, athletics are recreational (non-competitive) with an opportunity to play on more competitive teams in Grades 3-5. The Middle School athletic program provides students in Grades 5-8 with multiple opportunities to participate in competitive athletics. The program helps develop individual skills and increase confidence in physical abilities. French American International School competes in the Bay Area Interscholastic Athletic League as well as the CYO.

At International High School, interscholastic athletics are a central part of school life with the same combined commitment to skill building, leadership, and sportsmanship. Team sports include cross country, softball, volleyball, basketball, soccer, club skiing, baseball, lacrosse, swimming, track and field, and sailing.

Go, Jaguars!





Student Life

The French American and International experience is about more than what happens in the classroom. It involves extra-curricular activities that are both organized and self-directed. From world travel to sports to theater to volunteering to being a part of Student Government and beyond, opportunities to join a club, team, or leadership group are widely available and open to all students. Parents also have plenty of opportunities to get involved and get to know each other.

French American and International has more than 40 student-designed and run clubs — including a wide range of special interest clubs, a student-run radio station, and numerous activism clubs to raise awareness and take action around pressing issues. Students can take part in the student council, Model UN, the Diversity Council, and the literary magazine.

Additionally, the school has a growing affinity group program that supports the many identities of its diverse community. Lower School offers groups for students of color, while Middle School expands the program to include groups focused on gender identity and sexual orientation as well as racial and ethnic identity. The high school includes Anti-Racism Allies and Advocates, the Asian Student Union, the Black Student Union, the Gender and Sexuality Alliance, the Jewish Student Union, the Indian Student Union, Familia Latinx, and MENASA (Middle Eastern, North African, South Asian) Student Union. The school also offers a Parents of Students of Color (POSOC) group and a faculty and staff of color group.

Community engagement and service are also ingrained in the curriculum in all divisions. The school organizes opportunities for families to volunteer together. The overall goal is to make a difference in San Francisco and around the world through service-learning opportunities that support education initiatives, tackle inequities, and help sustain strong and vibrant neighborhoods. Students fulfill curricular requirements for service.

Service learning is strengthened by the signature Urban Engagement Program. The program includes an internship opportunity for High School students, a Community Salon for the entire community, school-wide Days of Service, and supports curricular service learning activities and sustainability initiatives.

Campus

French American + International's main campus is located in Hayes Valley, one of San Francisco's fastest growing and most dynamic neighborhoods. Located just blocks from City Hall, the War Memorial Opera Building, SF Jazz, and Muni and BART stations, the main campus is a modern, six-story building offering bright classrooms with dynamic views of the city. The roof is topped with 630 solar modules, producing more than one billion watt-hours of power to date. Across the street from the main campus are the school's athletic facilities, which include indoor and outdoor basketball courts. The Dennis Gallagher Arts Pavilion, a three-story building just a block from the main campus, houses the visual and performing arts center.

The school's early learning Maternelle section (PreK3 to Kindergarten) is located on a separate campus at 1155 Page Street, just below Buena Vista Park. The Maternelle is a dedicated early childhood campus providing a warm, nurturing welcome for students and families. It offers light-filled classrooms, two age-specific playgrounds, and a gorgeous indoor movement studio. Each of the nine classrooms and the large multipurpose room have direct access to the outdoors.

In the near future, French American + International anticipates building a new high school campus just across the street from the main campus. This project will expand the campus, provide the High School with its own, purpose-built facility, and positively shape the future of the school for generations of students.



San Francisco, California

San Francisco — the cultural, commercial, and financial center of Northern California — is a hilly city on the tip of a peninsula surrounded by the majestic Pacific Ocean and picturesque San Francisco Bay. Long known for its scenic beauty, its multicultural communities, and a vibrant business culture, San Francisco is a unique and breathtaking metropolis. Culturally rich, the city offers music, art, theater, museum, and literary events year around. In addition, the city is close to nature with spectacular beaches, 3,500 acres of green space as well as easy access to miles of hiking and bicycle trails in some of the most beautiful parts of the West Coast.

San Francisco is home to a little bit of everything: year-round fog, the iconic Golden Gate Bridge, cable cars, Fisherman's Wharf, and Victorian houses. In the Bay sits Alcatraz Island, site of the famous former prison. With a population of around 875,000, San Francisco is a popular tourist destination but also ranks highly on world livability rankings. The city's colorful neighborhoods provide distinct and unique areas to enjoy culture and arts events, food, and shopping. Many localities feature a mix of businesses and venues that serve both residents and visitors and contribute to the city's lively atmosphere. San Francisco also has a very active environmental community and has been at the forefront of many global discussions about sustainability.

With sweeping views from every hill, an entrepreneurial spirit, year-round free cultural activities, some of the best food, art, and music in the country, it is easy to see why San Francisco scores top rankings for being one of the fittest, healthiest, and happiest cities in America.



Opportunity

Working at French American + International opens up a myriad of opportunities – both personal and professional. Critical to our Strategic Plan in creating a proud, engaged community, we appreciate our faculty and staff by fostering a community of ongoing learning, respect and collegiality and by providing competitive compensation and benefits. It is also of paramount importance to us that we continue to foster an environment of diversity, equity and inclusion as we build a school community of individuals who are an actual representation of the world we live in.

Position Overview

The Director of Marketing & Communications drives and implements communications strategy across all departments and domains; guides the school's leadership in all matters of communication, including crisis situations; coordinates the school's advertising and social media campaigns; liaises with other departments and school sections; and manages the MarCom team. Both thought leader and project manager, s/he develops strategy and implements tactics to increase brand awareness, attract more qualified applicants, raise funds, build a proud, engaged school community, and cultivate a culture of giving.

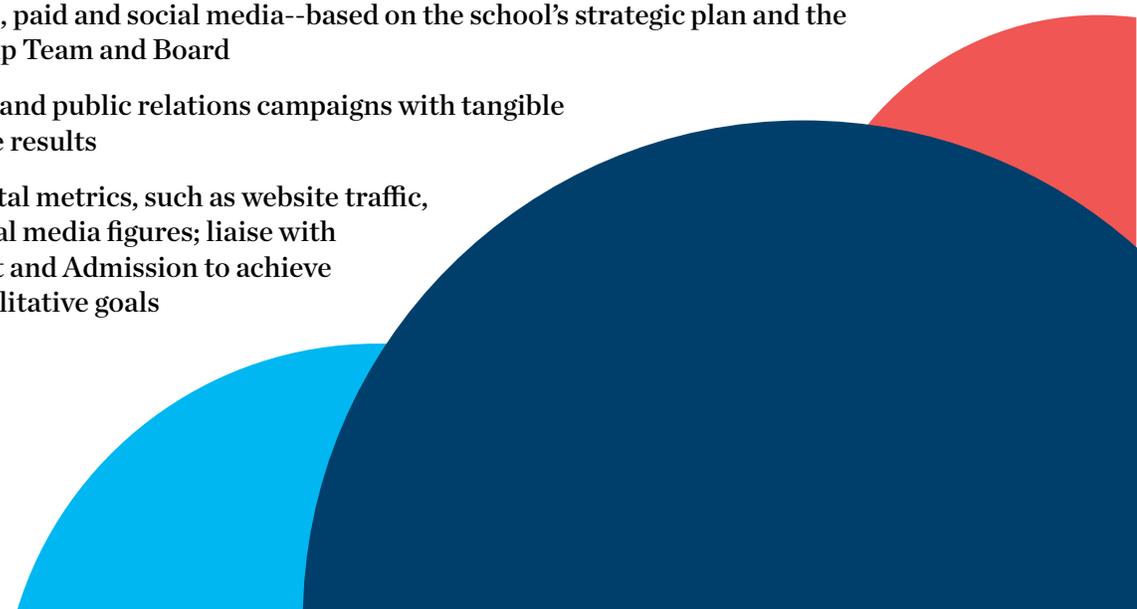
This position reports to the Head of School.

Primary Responsibilities

Leadership

- Define and develop the school's brand strategy and align all school communications with it
- Speak on behalf of the school with the media and guide crisis communication as needed
- Manage multiple projects under strict deadlines, balancing strategic and tactical plans
- Partner with the Head of School and work collaboratively with other members of the Leadership Team and their teams to support their communications and achieve the school's strategic goals

Strategy Development, Planning and Reporting

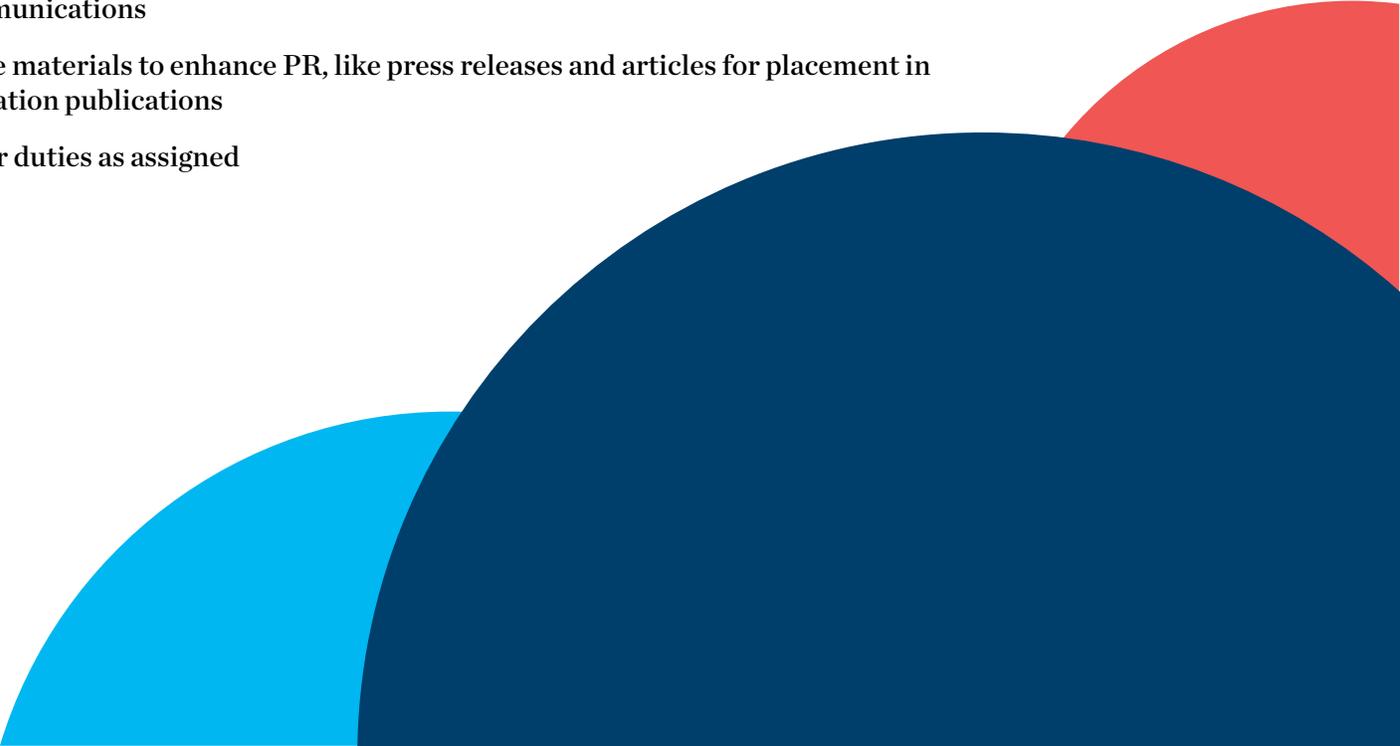
- Develop an integrated marketing plan that includes branding, internal/external communications, online and print collateral, paid and social media--based on the school's strategic plan and the priorities of the Leadership Team and Board
 - Develop communications and public relations campaigns with tangible objectives and measurable results
 - Maintain and analyze digital metrics, such as website traffic, email open rates, and social media figures; liaise with Directors of Advancement and Admission to achieve their quantitative and qualitative goals
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- Understand key audiences including internal and external parent communities
- Analyze the Bay Area independent school landscape, position the school effectively in it, and strengthen the French American and International brand
- Prepare and manage the communications budget

Relationship Management

- Support the head of school as primary brand ambassador
- Maintain a strong team relationship with the Directors of Advancement and Admission to support fundraising and recruiting efforts
- Work collaboratively with the principals of each section to market our academic and co-curricular programs along with innovative initiatives at the forefront of education
- Build relationships with faculty, staff, parents and students to strengthen communication and foster community
- Identify and pursue community outreach opportunities that create awareness and support for the school
- Vet, hire and manage vendors as necessary.

Project and Content Management

- Oversee the school's design and production of all marketing materials, including print and online collateral, paid and social media
 - Maintain best-in-class online presence, including our website, internal portal, and numerous social media
 - Develop content for placement in all of the above, including writing text; photography, taking and editing video
 - Produce the school's annual magazine, La Lettre, and coordinate the school's regular communications, including the head's updates, section weeklies, admissions and advancement campaigns and communications
 - Write materials to enhance PR, like press releases and articles for placement in education publications
 - Other duties as assigned
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Required Experience

- Experience in marketing and communications, preferably in independent schools
- Demonstrated leadership, creativity and collaboration skills
- Experience supervising marketing/communications staff
- Impeccable writing and communication skills
- Familiarity with new and emerging media and their marketing use
- Command of French a plus, but not required

Educational Requirements:

- Bachelor's Degree or equivalent in marketing, communications, public relations or a related field
- Master's Degree preferred in marketing, communications, public relations or a related field

Work Authorization:

- Must be authorized to work in the United States



**“When you are taught that the world
in all its iterations is yours to apprehend,
nothing is foreign.”**

Alex Szotak, Class of 2013



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: 1) a cover letter expressing their interest in this particular position, and 2) a current résumé.



**Carney
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& ASSOCIATES

**Jonathan Ball, *Managing Associate/Director of External
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