Associate Director of Communications
Kent Place School
Summit, NJ

The only non-sectarian girls’ day school in New Jersey, Kent Place provides a challenging and fulfilling education for more than 600 students in Kindergarten through Grade 12. Kent Place also offers a coed Junior Pre-Kindergarten and Pre-Kindergarten program, The Preschool at Kent Place. The 26-acre campus in Summit, New Jersey, draws families from more than 70 communities. Kent Place is also home to the renowned Ethics Institute and the Girls’ Leadership Institute.
Associate Director of Communications

Kent Place is seeking an enthusiastic Associate Director of Communications with an excellent grasp of the field of digital marketing to work as part of a small team and liaison closely with internal departments. This person will need to be a skilled storyteller with strong writing skills who can help us tell – and spread – the Kent Place story (including the school’s external programs). One of the key responsibilities of this role will be the proactive identification and follow-up of ‘newsworthy’ activities across the school and the writing of engaging stories.

Kent Place is looking for a motivated communicator with a creative mind – someone not only able to search out stories, and write creative and engaging copy, but able to effectively develop both our social media channels and our website to maximize their impact. The school is in the process of developing a new website and three microsites (scheduled to launch early summer 2022) and is particularly keen to ensure that this investment is fully leveraged, and the site is proactively managed after launch.

The Associate Director educates others on campus about communications policies, builds community engagement, and devises systems to evaluate data and report on the effectiveness of electronic communications in addressing the needs of the school’s various audiences. S/he works with the Communications Director to oversee the brand of the school through print and website design, and in all areas of visual identity. This position also involves project managing additional forms of media (e.g., photography, video) that would serve to add to our storytelling and platforms, as well as providing the strategy and execution of digital advertising with our external partners.
Experience

- Four to six years progressive work experience, preferably in an independent school or college, with strong writing and project management skills

Knowledge & Skills:

- Creative storyteller well versed in developing print and online content with excellent attention to detail in the written word
- Strategic thinker with demonstrated knowledge of principles of integrated marketing and communications, especially digital marketing, and experience creating and executing a multi-channel content strategy that drives increased engagement
- High proficiency with Finalsite, Blackbaud K-12 suite, Adobe Creative Suite, and Google Suite a plus
- Inbound/lead-gen experience preferred
- Excellent project management, organization, and time management skills with the ability to prioritize and manage multiple deadlines simultaneously and the needs of multiple institutional stakeholders
- Commitment to diversity and inclusivity and possession of the skills necessary to lead in a diverse community and support the school's plan for diversity

Timing

- This is a full-time, 12-month exempt semi-flexible position and can be an immediate opening. Occasional event coverage, including weekend and regular evening work, is expected.
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.

Kent Place School is an equal opportunity employer. The School seeks candidates who support the development of a school community that is culturally competent, a working environment that is affirming and inclusive, where each member feels safe and valued, as described in the Diversity Statement.