



Director of Communications
The Nueva School
Hillsborough/San Mateo, California

The Nueva School, an internationally recognized, nonprofit, independent day school, has served gifted learners since 1967. Today, Nueva serves nearly 1,000 students in grades PreK–12. Nueva is located in the neighboring towns of Hillsborough and San Mateo, equidistant between San Francisco and Silicon Valley, serving six counties throughout the Bay Area of Northern California.

A constructivist school, Nueva is known for its distinctive inquiry-based interdisciplinary studies, project-based learning, and pioneering work in social-emotional learning and design thinking. The Nueva community instills a passion for lifelong learning, fosters social and emotional acuity, and develops the imaginative mind.

Nueva is seeking applicants who represent the full diversity of the community in the Bay Area. The ideal candidate will possess a deep appreciation for the diverse backgrounds and identities present in Nueva’s community. In joining the team at Nueva, one will become a part of an inclusive, iterative, and equity-minded community that strives to ensure an educational experience where all students and colleagues can thrive. In deciding whether to apply for a position at Nueva, applicants are strongly encouraged to consider if their values align with [Nueva’s mission, vision, and values](#).



**Carney
Sandoe**
& ASSOCIATES

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Director of Communications

The Director of Communications is responsible for leading the Nueva communications team, which consists of a Digital Communications Manager, a Digital Videographer and Storyteller, a Communications/Website Manager, and several part-time writers and interns. In partnership with members of the leadership team and other colleagues, the Director of Communications helps to advance the mission, program, and goals of the school. The person in this position is responsible for the school's strategic communications plan. They also oversee content that delivers timely and relevant information across all channels (web, social media, digital signage, email, and print) to appropriate community members. The Director of Communications serves as a member of Nueva's leadership team and reports directly to the Head of School.

Primary Responsibilities & Opportunities

- Lead and manage the communications team, as well as supervise contract partners, vendors, and volunteers
- Implement and continually improve the communications strategy, along with the accompanying policies, practices, and tactical plans
- Understand key Nueva audiences (e.g., parents, prospective families, faculty and staff, donors, etc.) and promote effective ongoing strategic communications with these groups
- Oversee all internal and external communications via the master communications calendar (this includes weekly, seasonal, ad hoc, and special event messages)
- Regularly monitor readership and impact of communications channels, including but not limited to Nueva Notes newsletter, *Nueva Magazine*, social media channels, the annual report, school-wide letters, speeches, admissions materials, development campaign content, and more
- Support admissions, development, faculty and staff recruitment and relations, college relations, outreach, publications, advertising, media relations, and capital campaign needs
- Provide oversight for consistent communications, messaging, and branding (aligned with the school's style guide and visual identity policies) across all departments, divisions, campuses, and programs
- Provide crisis communications support as needed and serve as a spokesperson for the school when appropriate
- Serve as external relations liaison for media outlets (online, print, TV, radio, etc.) and community organizations.
- Monitor media coverage, Google alerts, and social media outlets in order to track and provide notifications
- Manage the communications department budget and effectively utilize available resources
- Solicit input on major initiatives, analyze and present data analytics, and adjust strategy in support of communications plans



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Qualifications

- Interest in and understanding of education broadly and independent school environments specifically; previous school experience preferred
- Proven strategic and creative communications and marketing thinker
- Strong and demonstrated experience strategically engaging different stakeholder groups within and outside the organization
- An understanding and commitment to advancing diversity, equity, and inclusion (DEI) work and utilizing anti-racist communications strategies
- Demonstrated planning, project management, and organizational skills
- Excellent, passionate, and collaborative institutional storyteller
- Strong experience in supporting videography production and multimedia storytelling, messaging, content creation, and production
- Experience building teams and working in fast-paced and dynamic environments
- Actively engaged in ongoing professional development and best practices within the field of communications
- Familiarity with current software and technologies including extensive use of website and social media as well as high proficiency in the Google suite of products
- Experience working in non-profit organizations during a capital campaign preferred
- Ability to create and maintain positive and personable relationships with internal and external constituencies
- Ability to lead with compassion, integrity, and a sense of humor
- Demonstrated ability to use good judgment and maintain confidentiality
- 7+ years of relevant experience
- Bachelor's degree required; advanced degree preferred



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Interested Persons Contact

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All inquiries and nominations are kept confidential.

The Nueva School is an Equal Opportunity Employer—the School does not discriminate against any employee or job applicant on the basis of race, color, gender, sexual orientation, national origin, age, religion, creed, disability, or sex. Nueva welcomes applications from people of color and those with experience outside the education field.



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