



THE POTOMAC SCHOOL

Director of Communications

Potomac School
McLean, Virginia

Founded in 1904, The Potomac School is an independent school serving 1,066 students in grades K-12 on a beautiful 90-acre wooded campus, three miles from Washington, DC.

Since its founding, The Potomac School has steadfastly believed that developing a student's character is as important as educating for intellectual growth. Informed by values, students learn to use their intellect and skills productively and in service to others. The school has identified the following five core values as the ethical and moral guideposts that enable all in the Potomac community to develop good judgment and live principled lives: Courage, Integrity, Humility, Perseverance, and Respect.

The Potomac School's mission is to prepare students for lives of purpose, achievement, and generosity of spirit. The school's rigorous program of inquiry and study empowers students to exercise their intellectual curiosity, expand their understanding, and develop critical skills for future success. An emphasis on character and values challenges each student to be a person of integrity, a contributing member of the school community, and a thoughtful and involved citizen of the world.



Carney
Sandoe
& ASSOCIATES

Carney, Sandoe & Associates

The Search Group

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Director of Communications

The Director of Communications is a full-time position reporting to the Director of Advancement. The Director of Communications will be a strategic thinker and self-starter with excellent writing skills, able to manage a complex communications program while maintaining a steady focus on advancing the school's mission. This individual will be responsible for implementing a strategic, multichannel communications program that advances understanding and support for the school among internal and external constituencies. The position will oversee all school communications, including electronic and print publications, marketing materials, and website and social media content.



Key Responsibilities

- Develops and oversees the implementation of a strategic communications plan to provide internal and external constituents with accurate, timely information about the school and to tell the Potomac story in an effective and compelling manner.
- Reviews and coordinates all school communications, including e-communications, web and social media content, and print materials.
- Provides support to the head of school, the senior administrative team, and Board of Trustees, including writing and editing key communications for school leaders.
- Manages public and media relations.
- Takes a leadership role in planning for, and executing, emergency and crisis communications.
- Coordinates content, design, and production of the semiannual school (alumni) magazine
- Coordinates communications support for Development and Alumni Office initiatives.
- Collaborates with the Admission Office on marketing and communication efforts.
- Performs other duties as assigned.



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Qualifications

- Bachelor's degree in English, Communications, or a similar field; master's degree preferred
- At least seven (7) years' professional communications management experience, preferably in an educational setting
- Exemplary writing, editing, and proofreading skills
- Effective listening and oral communication skills
- Excellent interpersonal and collaboration skills
- Exceptional attention to detail
- Experience creating strategic communication plans
- Experience hiring and supervising in-house staff and freelancers
- Experience overseeing websites and social media channels; ability to use analytics to assess their effectiveness
- Experience with print production
- Experience in brand management
- Technological literacy; familiarity with the following tools is highly preferred: Finalsite CMS, Google Suite (Gmail, Calendar, Drive, etc.), and Microsoft Office Suite
- Team orientation
- Ability to manage multiple priorities and meet deadlines; willingness to maintain a flexible work schedule, including evenings and weekends as required



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Interested Persons Contact:

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All inquiries and nominations are kept confidential.

In striving to fulfill its mission, The Potomac School seeks many different voices, viewpoints, and backgrounds. We recognize that differences are a source of strength, and we know that everyone is enriched when each person's contributions and perspectives are valued.

The Potomac School administers its educational policies, admission policies, financial aid program, athletic program, and other school programs (including the hiring of faculty and staff) without discrimination based on race, color, religion, national origin, age, sex, gender identity, sexual orientation, marital status, veteran status, or any other category to the extent protected by applicable laws.



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