

DIRECTOR OF MARKETING & COMMUNICATIONS SEARCH

RUMSEY HALL SCHOOL

Washington, Connecticut
rumseyhall.org

Start Date: July 1, 2024



RUMSEY HALL SCHOOL



Carney
Sandoe
& ASSOCIATES

CARNEYSANDOE.COM

Mission Statement

Rumsey Hall School is committed to a whole-child approach to education and believes that teaching academics and teaching an attitude of mind are of equal importance. The School emphasizes effort as a criterion for success and is dedicated to helping each child develop toward his or her maximum stature as an educated person, a successful member of a family, and a contributing member of a community.

At a Glance



Established
1900



Enrollment
335



Total faculty
59



Average class size
12



Boarding students
132



Financial aid awarded
\$3.5M



Faculty with advanced degrees
51%



Campus size
230-acres

Upper School (Grades 6-9) enrollment: 235
Lower School (Grades K-5) enrollment: 100
Students receiving aid: 20%

Endowment: \$35.1M
Annual operating budget: \$14.4M
Competitive and recreational sports: 42



Overview

Rumsey Hall School (“Rumsey”) is a coed, PK-9, junior boarding and day school tucked away in the bucolic countryside of northwestern Connecticut. Under the stable and strategic leadership of Head of School Ian Craig, the school is enjoying steady enrollment and a highly collaborative and convivial environment. With this positive energy and momentum, the school is thinking strategically about its offerings and campus to provide a compelling and competitive experience for its students. Examples are evident across campus including a successfully launched new preschool program as well as the implementation of several building projects over the next few years.

The school was founded in 1900 as the 2nd nondenominational pre-preparatory in the country. In 1949 it went coed and moved to its current home in Washington, CT. Today, alongside Bantam River, the school offers both day and boarding students a close community with long-serving staff dedicated to the core values of honesty, kindness, and respect. The beautiful and idyllic campus fosters a familial feeling that permeates everyone involved with the school. Colleagues share gratitude for the ability to be a part of a community that is warm and supportive with a shared commitment to excellence.

Now, the School seeks an experienced and innovative professional to lead Rumsey’s communications and marketing programs. Reporting to the Director of Advancement, the Director of Marketing and Communications is charged with the development, coordination and execution of a comprehensive communications and marketing program. The Director will enhance Rumsey’s brand and increase its visibility via strategic print and digital communications and outreach. They will work closely with the Head of School, along with the Advancement and Admissions programs to support programmatic goals and initiatives. By actively engaging in the daily life of the School, the Director of Communications will have a keen understanding of the benefits of a Rumsey education and therefore serve as a powerful ambassador on the School’s behalf.



Opportunities and Challenges

Looking ahead, the priorities, opportunities, and challenges for the Director of Marketing and Communications include:

Assessing the Needs of an Evolving Communications Program

The Director of Marketing and Communications must balance the creation of a strategic vision for Rumsey's communications with a fast-paced school environment that requires flexibility and dexterity. While the Director of Marketing & Communications will inherit a robust communications program including, but not limited to, a beloved magazine (1 issue annually), a Finals site website ready for a refresh, and several social media accounts, they will need to examine current practices and when appropriate, evolve the program and deliverables to ensure that are meeting strategic goals.

Partnering with the Advancement and Admissions Programs

A strong communications program relies on close and productive working relationships with other operational programs. The next leader of Marketing and Communications will strengthen partnerships with the Admissions and Development programs, ensuring thoughtful collaboration on goal setting and project management execution. To ensure that the school achieves its goals for enrollment and retention, the Director of Marketing and Communications will partner closely with the Admissions Office to develop a holistic marketing and outreach program for prospective and current families. In addition, given the vital role of philanthropy at Rumsey, the Director of Communications will closely strategize with Advancement colleagues on the development of the case for support and the creation of compelling and successful targeted print and digital appeals for all constituencies.

Engaging in the Life of the School

As the manager for all community wide and external communications, the Director of Marketing and Communications will develop meaningful and productive partnerships with members of the Rumsey community. The Director is charged with orchestrating and implementing a clear, concise, and consistent communications strategy that captures the daily joy and energy of the Rumsey experience.



Duties and Responsibilities:

- Collaborate with Admissions, Advancement, and the Head of School in developing and executing strategies to both recruit prospective students and families and encourage the philanthropic support of the School's parents, alumni, and friends.
- Shape and execute the strategic and creative direction of the School's website and social media platforms.
- Curate and lead a comprehensive publications program – concept, design, content, editorial, and production for paper and digital communications that reach and influence the School's target audiences.
- Serve as a member of the School's crisis management team and oversee related communications. Maintain and update the crisis management communications plan.
- Supervise the Associate Director of Communications in the production of video and digital content for the School's website and social media channels.

Qualifications and Personal Attributes

- Minimum 5 years' experience in journalism, communications, media, or related communications field; school experience preferable but not essential.
- Excellent organizational, writing, interview, and editing skills required.
- Ability to think strategically about communications objectives and how to meet those objectives.
- A commitment to understanding trends and practices in the evolving fields of digital marketing and outreach.
- Ability to speak with and craft messaging for multiple constituencies.
- Expertise in social media, digital marketing, website development, and maintenance.
- Ability to remain calm in a fast-paced environment and a joyful spirit.
- Knowledge of web content management systems, web analytics, social media, and Adobe Creative Suite. Knowledge of Blackbaud and Finalsite preferred.

Learn More

Click on the links below to learn more about Rumsey Hall School.

[School Website](#)

[School History](#)

[Diversity, Equity, Inclusion, and Justice](#)

[Virtual Campus Tour](#)

[High School Matriculation](#)

[About Washington, Connecticut](#)



To Apply

Interested and qualified candidates are invited to contact the consultant in confidence. Candidates will ultimately need to submit the following materials as separate PDF documents:

- A cover letter expressing their interest in this particular position;
- A current résumé;
- A list of five professional references with name, relationship, phone number, and email address of each (references will not be contacted without the candidate's permission) to:

Sara Shulman

Practice Leader- Development & Finance/Senior Consultant

sara.shulman@carneysandoe.com