



Director of Marketing and Communications

Seattle Academy
Seattle, Washington

Seattle Academy (also referred to as SAAS) is a vibrant, innovative, and energetic independent school community that challenges students to question, imagine, and create in order to contribute boldly to a changing world. SAAS serves approximately 1,100 students in Grades 6 through 12 in an urban Capitol Hill campus setting in Seattle, WA. The school's teaching philosophy is geared toward its mission and guiding principles of Culture of Performance, College and Life, Know the Kid, and Inclusive Community.

The school's educational commitment to civic engagement, social entrepreneurship and innovation is delivered through SAAS's programmatic pillars of Academics, Arts, Athletics, Outdoor & Travel, and Service. In each class, project, presentation and conversation students and teachers join forces to transform potential into reality. The community of SAAS recognizes that equipping students to become purposeful and compassionate thinkers, citizens, and doers in the world takes intention, and it takes heart. The student body represents a variety of educational experiences (public/private/home-schooled), as well as diverse ethnic, socio-economic, gender, and cultural backgrounds.

Student interests, capabilities, and learning style are supported by the school's faculty, advisors, grade coordinators, counselors, and its Learning Support teams. The Seattle Academy principle to Know the Kid focuses its efforts on understanding a student at the individual level and navigating with them through their SAAS experience.

Inclusive Community

Seattle Academy values an inclusive and diverse community that embraces cultural agility, civic action, and a broad definition of human potential. As part of the commitment to making the SAAS education accessible to as many families as possible, 25% of students receive financial aid (with this year's financial aid budget at approximately \$10.5 million.)



**Carney
Sandoe**
& ASSOCIATES

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We rely on each other as informed SAAS community members. A successful candidate embraces the SAAS culture of story-telling and a commitment of openness to share information with our community in both celebratory and challenging times. The strength of our collective, informed community enables the energized and committed culture that has been part of Seattle Academy since its inception.

As both a strategist and hands-on participant, the Director of Marketing & Communications creates and executes communication strategies and road maps in support of the mission, strategies, and activities of Seattle Academy. Integration of our internal, external, digital, collateral, public relations, advertising, events, and community engagement components of marketing and communications is key to this role in engaging current and future SAAS community members.

The successful team member will increase visibility to Seattle Academy's unique and impactful educational experience through culturally appropriate communication with a variety of diverse communities and in support of our community strategies. Engagement with our internal and external community is central to this role so public speaking, writing and advocating on behalf of our school is key to being successful in this role.

The Director will be responsible for the development, implementation and measurement of the integrated marketing communications programs and processes, including strategic marketing, branding, digital communications, publications, website, media relations, events, CRM content, and traditional and social media. This position oversees the marketing/communications team of 4, works closely with our Admissions and Development teams and reports to the Head of School. This position serves on the Senior Leadership Team.



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Essential Duties and Responsibilities (include but are not limited to):

- Effectively counsel and partner with Senior Leadership in the design and execution of all internal and external SAAS communications, including crisis communication;
- Coordinate and execute all SAAS events in partnership with the Heads of School, Director of Admissions and the Director of Development to ensure that target audiences are engaged and the message of the event is marketed and communicated to achieve the planned outcomes.
- Oversee and manage all Social Media Platforms for SAAS.
- Maintain and analyze digital metrics, such as website traffic, email open rates and social media figures.
- Partner with the Development and Admission teams to understand their quantitative and qualitative goals, and to increase the overall brand awareness of SAAS.

Required Education & Experience

- Bachelor's Degree in Communication, Business, Marketing, or applicable area of study;
- Preferred but not required, work experience in a secondary school or higher education environment;
- Demonstrated strategic success in Communication, Marketing, Event Management, or comparable roles;
- Works well with diverse populations and working styles;
- Strong creative, strategic, analytical, organizational and personal sales skills
- Experience developing and managing budgets, and hiring, training, developing, supervising and positively managing people and projects;
- Demonstrated successful experience writing news releases, making presentations and negotiating with media.
- Experience overseeing the design and production of print materials and publications



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Compensation and Benefits

The position is salaried (exempt) with a salary range of \$130,000 to \$160,000, depending on relative experience and is based on working 12 months a year. SAAS offers an excellent benefit package. View Staff Benefits [here](#).

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.

Seattle Academy provides Equal Employment Opportunities to all applicants without regard to race, color, religion, sex, gender, gender identity, gender presentation, sexual orientation, national origin, age, disability, genetic information, marital status, amnesty or status as a covered veteran in accordance with the applicable federal, state, and local laws.



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