



Director of Strategic Marketing and Communications

Providence Day School

Charlotte, NC

About Providence Day School

Founded in 1970, Providence Day School is an independent, nonsectarian, coeducational college preparatory school serving approximately 2,000 students in transitional kindergarten through 12th grade. Committed to academic excellence, global diversity, and character development, PD inspires in its students a passion for learning, global perspective, a sense of social responsibility and a commitment to personal integrity. Cited for excellence by the U.S. Department of Education, the College Board Advanced Placement Program, and the National Council of Teachers of English, PD provides a challenging and diverse college preparatory curriculum.



**Carney
Sandoe**
& ASSOCIATES

Carney, Sandoe & Associates

The Search Group

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Director of Strategic Marketing and Communications

Providence Day School seeks a dynamic, collaborative, and visionary **Director of Strategic Marketing and Communication** (DSC) to lead and execute a comprehensive TK–12 marketing and communications strategy that strengthens the school’s brand, deepens constituent engagement, and advances strategic priorities. The ideal candidate is a strategic thinker, strong writer, creative storyteller, and relationship builder who is enthusiastic about engaging with a vibrant school community and advancing its mission. The DSC reports to the Head of School, is a member of the senior leadership team, oversees a talented team of communications professionals, and manages the full scope of Providence Day School’s brand, reputation, and messaging across traditional and digital platforms.



Key Responsibilities

Strategic Communications Leadership:

- Serve as the chief architect and steward of the school’s strategic communications plan.
- Develop and implement an annual communications strategy aligned with institutional priorities in enrollment, advancement, academic excellence, athletics, and community engagement.
- Ensure timely, clear, and inclusive messaging across all channels to diverse internal and external audiences, including students, parents, alumni, faculty/staff, donors, and the broader community.
- Partner with senior leadership, administrative departments, and parent volunteer groups to ensure consistent messaging and integrated communications planning.
- Strong interpersonal skills and a presence that builds trust across a diverse school community.



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Key Responsibilities (continued)

Campaigns & Initiatives:

- Design and lead communication plans for key institutional initiatives, including capital campaigns, strategic plan updates, leadership transitions, and major events.
- Collaborate closely with Institutional Advancement, Admissions, and Enrollment Management offices to craft messaging strategies that support philanthropy, admissions, and retention goals.
- Position the school as a thought leader in independent education through proactive media relations and community engagement.

Content Development & Editorial Direction:

- Lead the creation and editing of a wide range of content, including: Newsletters, speeches, press releases, website copy, social media, email campaigns, video scripts, presentations, and event recaps.
- Serve as the associate editor of flagship publications, including the school magazine and annual report.
- Oversee and contribute to storytelling initiatives that celebrate the school's people, programs, and impact.

Digital Strategy & Web Management:

- Oversee the public website, microsites, internal portals, and social media, ensuring brand alignment and user-centered design.
- Ensure regular content updates, digital campaign coordination, and collaboration with IT and design teams.
- Apply SEO best practices, analyze performance metrics, and maintain consistent listings on third-party educational websites and directories.
- Send emergency and routine updates via the school's app, text platform, and push notification systems.

Media & Public Relations:

- Build and nurture relationships with local, regional, and national media to enhance the school's visibility.
- Write and distribute press materials and coordinate interviews, media visits, and coverage of school events.
- Prepare school leaders for media interactions and serve as the point person.
- Respond to press inquiries and proactively manage crisis communications and issue response strategies.

Operations & Team Leadership:

- Lead a communications team and provide mentorship and strategic direction to cultivate a collaborative and high-performing department.
- Manage the department's budget, contracts, and external vendor relationships.
- Research, recommend, and implement industry-leading tools for communications and marketing.
- Maintain internal systems such as communications calendars, project trackers, and content workflows.
- Monitor communications effectiveness using metrics and stakeholder feedback to propose improvements.



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Qualifications

- A bachelor's degree is required; an advanced degree in communications, marketing, journalism, or a related field is preferred.
- 10 years of experience in strategic communications, preferably in education or mission-driven organizations.
- Proven leadership and team management experience.
- Exceptional writing, editing, and storytelling skills across formats.
- Expertise in digital communications platforms (CMS, email systems, social media, SEO).
- Experience with crisis communications and media relations.
- Ability to attend evening and weekend events as needed.

Attributes of a Successful Candidate:

- Demonstrated ability to build and maintain strong, collaborative relationships with colleagues, constituents, and stakeholders to foster a positive and productive work environment
- A proactive and strategic mindset with the tactical skills to execute high-quality communications.
- A deep commitment to inclusivity, collaboration, and the school's values.
- A visible and engaged presence on campus, actively participating in school life and events.
- An appreciation for independent education and a passion for the mission of Providence Day School.



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Compensation

Providence Day School offers a comprehensive benefits package and a competitive salary. Final salary will depend on several factors, including a candidate's qualifications, skills, education, and experience.

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

Providence Day School welcomes people of diverse backgrounds and beliefs who share a commitment to respect one another and accept differences. We are an Equal Opportunity Employer with a policy of nondiscrimination in the treatment of employees or applicants for employment without consideration of race, color, ethnicity, religion, age, sexual orientation, marital status, national origin, disability, gender or gender identity.



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