HEAD OF COMMUNICATIONS & MARKETING

**POSITION OVERVIEW:**

Admiral Farragut Academy, a reputable K-12 private school in Saint Petersburg, seeks an experienced communication & marketing professional to lead its internal and external communication & marketing programs and platforms. This position is salaried and full-time.

**KEY RESPONSIBILITIES OF THE JOB:**

* Collaborates with executive leadership and the board of directors to develop and implement a cohesive communication and marketing strategy that builds and maintains a positive and compelling brand and promotes domestic and international student enrollment
* Responsible for organization-wide communications and branding in various online and print platforms such as LinkedIn, Twitter, Facebook, and industry publications.
* Develops enrollment marketing strategies and tactics in collaboration with the Admissions Team
* Oversees the development and maintenance of the organization’s website, including methods to deliver messages, ease of navigation, and clarity of information; ensures that all content is current and relevant and projects a positive image to the public.
* Provides consistent and timely information to employees through various communications programs.
* Acts as corporate spokesperson and responds to media members promptly; composes and distributes press releases as needed and as directed by the Head of School
* Develops and maintains positive professional relationships with various members of the media
* Assists executive leadership in developing presentations, speeches, and other essential messages
* Develops, implements, and adheres to communications & marketing budget
* Develops, composes, distributes, and implements policies to enhance the efficiency of the communications department
* Builds and maintains a positive and compelling brand
* Performs other related duties as assigned

## REQUIRED SKILLS/ABILITIES:

* Excellent verbal and written communication skills
* Demonstrated knowledge and proficiency with communications technology, Google Documents, Microsoft Office Suite, search engine marketing, Google Analytics, Google AdWords, Adobe Creative Cloud (Photoshop, InDesign, Premiere Pro) and/or similar software systems
* Exceptional organizational skills with particular attention to detail
* Superior ability to write in a journalistic style that is customary for internal company-wide and external publications
* Ability to offer sound media relations advice to senior leadership
* Ability to respond quickly and effectively to crises and setbacks
* Ability to work with management, employees, media, community, and other stakeholders.
* Ability to coordinate efforts of other organization team members to present a coherent message
* Understanding of copywriting, graphic design, layout, and publishing
* Working knowledge of content management systems, HTML coding, and digital graphics production
* Familiarity with social media platforms and social media marketing
* Impeccable copywriting and copy-editing capabilities
* Ability to pass a Department of Justice (DOJ) fingerprint clearance and drug screen
* Legal authorization to work in the U.S.

## EDUCATION AND EXPERIENCE:

* Bachelor’s degree in Communications, Public Relations, Marketing, Journalism, or a related field
* 6+ years of experience in communications, public relations, and/or marketing fields required

*\* An equivalent combination of education and experience sufficient to successfully perform the essential duties of the job may be acceptable in lieu of those requirements listed above.*

## PHYSICAL REQUIREMENTS:

* Prolonged periods sitting at a desk and working on a computer
* Ability to move about our campus and facilities for meetings, events, photo shoots, etc.
* Must be able to lift up to 15 pounds at times