

Director of Marketing and Communications

Organizational Summary:

Tampa Preparatory School is the premier private school in the Tampa Bay area for students in grades 6 – 12. Our focus on what's best for students means we pay attention to adolescent development. We incorporate the latest research and data on teenage brain function, retention and development into our programs. Our rich academic tradition, along with a commitment to arts, athletics and a focus on producing well-rounded citizens, has made Tampa Prep one of the best schools in Tampa for nearly 50 years. Our educational philosophy instills values of fairness, decency, honor, diligence and academic curiosity. The School stresses the development of self-confidence, a sense of worth and the importance of having fun in the pursuit of one's goals.

Position Summary:

The Director of Marketing and Communications must be a strategic thinker who can also skillfully execute effective, multi-pronged marketing and communications plans. The ideal candidate will have the proven ability to build consensus and good will, both internally and externally, in order to support the School's short-term needs as well as long-term goals. This individual will work collaboratively with numerous constituent groups including Admissions and Development staff, the Head of School, faculty, staff, students, parents, alumni, outside vendors, partner organizations, and the media. This role fosters and promotes the School's mission, brand and image using cutting-edge content strategies. The Director of Marketing and Communications manages the Content Creator, working as a team to accomplish the tactics and initiatives of the marketing and communications plan as well as any other marcomm tasks that might arise.

Major Responsibilities:

Branding and Advertising

- Broaden brand awareness of the School's programs and priorities across key stakeholders within the local and national community.
- Ensure brand consistency by developing the School's core messages and providing training, guidance and templates needed to all members of the faculty and staff.
- Create a digital and print advertising strategy as well as all ad content.
- Track ROI and adjust as needed.
- Oversee the marketing budget.

Website Content & Analytics

- Oversee and manage all areas of the School's website (Wordpress/Blackbaud/Hubspot), working with IT and training staff within various modules.
- Utilize site design elements, including navigation and content, to create a seamless user experience.
- Manage look and feel of all pages, updating photos, videos and graphics as needed as well as maintaining accurate information throughout the website.

- Track and measure the level of engagement via analytics, reevaluating strategies on an ongoing basis.

Inbound Marketing Campaign Management

- Develop workflows and landing pages in Hubspot to maximize Admissions email and ad campaigns, capture prospective family information for lead nurturing programs, and manage content disbursement and conversions in the admissions funnel.
- Identify stories that relate to the brand pillars from across the School and create blogs and other digital content for maximized inbound marketing tactics.

Publications and Printed Materials

- Oversee all printed materials utilized by the School, including but not limited to:
 - Student Guide
 - Family Handbook/New Parent Guide
 - School Profile and other College Counseling collateral
 - Admissions Viewbook and folders
 - Open House direct mail pieces and signage
 - Summer programs brochure and direct mail collateral
 - Development materials

Social Media

- In conjunction with the Content Creator, develop social media strategies and oversee the organization's presence on channels such as Facebook, Twitter and Instagram.
- Audit school-run social media platforms annually to ensure they are on-brand and appropriate.
- Write collaboratively and update, Social Media Policies and Procedures within the School community and handbooks (students/parents, faculty/staff).
- Lead development of new platforms and apps in which core audiences can experience the brand.

Media Relations

- Actively cultivate and manage media relationships and contacts to ensure coverage of the School's programs, special events, public announcements, etc.
- Coordinate interviews and prepare interviewees for media interaction.
- Write press releases regularly.
- Acquire news clips of our coverage on news stations for website and archives.

Graphic Design/Photography/Video:

- Create or work with outside graphic designers, photographers, videographers, etc. to produce marketing materials, photos and videos for the website and events, digital and print ads, and other publications and collateral materials.
- Conceptualize and write scripts for video and photo shoots when needed.

Required Skills and Qualifications:

- Bachelor's degree required in journalism, marketing, digital media or related field, and a minimum of 6 years of professional experience in those areas.
- Proficiency in Hubspot Marketing Pro with the ability to create or curate large quantities of inbound marketing content and design web-based lead generation materials (email campaigns, downloadable content, infographics, blogs, videos, etc.).
- Ability to work within CMS tool for web design; Proficiency in basic HTML code a plus.
- Proficiency in designing digital strategies that engage target audiences, creative digital asset placement, and familiarity with SEO, Google analytics and AdWords.
- Proficiency in analyzing digital metrics and making strategy adjustments based on desired outcomes.
- Strong initiative and ability to work both independently and as part of a team.
- Strong writing and editing skills, attention to detail, and the ability to communicate effectively with multiple constituencies.
- Strong planning and project management skills with an ability to balance competing priorities and work under deadlines.

INFORMATION FOR APPLICANTS

This is a 12-month, full-time, benefit-eligible position. For consideration, please forward a cover letter and resume to Kimberly Baggett, Director of Human Resources at employment@tampaprep.org.

EQUAL EMPLOYMENT OPPORTUNITY

Tampa Prep is an inclusive and open-minded environment that does not discriminate according to race, color, national origin, religion, gender, sexual orientation, gender identity or matters of individual choice. Tampa Prep does not engage in personnel practices prohibited by Federal law. This policy extends to all activities and aspects of the school and specifically to the practices of faculty and staff hiring and management, in student admissions, student evaluation, discipline and student life.