



St. Michaels University School

Job Description

Position Title: Director of Marketing and Communications

Reporting to: Head of School

Classification: Non-Standard

Position Summary:

The Director of Marketing and Communications is responsible for understanding, growing and serving our markets, by strengthening our brand, providing strategic direction in developing and implementing effective and creative communications programs, and bringing to life SMUS's Vision and Mission.

Reporting to the Head of School, the Director of Marketing and Communications fosters a strong sense of school community, works to attract the best applications from a talented and diverse body of prospective students, increases financial sustainability, and communicates a strong case for philanthropy, all with the goal of securing our place as a Canadian school with an international reputation.

Key Responsibilities & Expectations:

- In partnership with Admissions, Advancement and other school departments, develops and executes an integrated marketing and communications strategy that considers the needs of multiple stakeholders and audiences, and aligns with the school's mission, vision and strategic priorities.
- Manages the delivery of marketing and communications projects including digital and print publications, advertising campaigns and regular communications to parents and alumni.
- Manages a small team of marketing professionals as well as relationships with several outsource suppliers, ensuring that the department always has access to the appropriate skill set at the required time and that the team consistently performs at a high level.
- Works collaboratively as a member of the Senior Leadership Team.
- Acts as steward of the SMUS brand, ensuring that all departments maintain strong and consistent use of the school's visual identity and key messages.
- Responsible for ensuring that all external communications vehicles are accurate and up to date.

- Sets editorial direction and policy for key publications and communications vehicles, including the alumni magazine, the Annual Report Card, website news and content, social media and email newsletters.
- Liaises and coordinates with other departments and stakeholder groups, including the Parents' Auxiliary and the Alumni Association to ensure consistency, timing, and relevancy of their messaging.
- Works with the Information Technology department to ensure that marketing and communications programs are adequately supported by the appropriate tools.
- Responsible for public relations, including acting as a liaison to the media as well as to neighbourhood and community groups.
- Conducts market research and school data analysis, keeping the school current on where the market is headed, and keeping current with the latest innovations in marketing and communications.
- Manages the budget for the marketing department, including budget planning, tracking and reporting.
- Other duties as required

Qualifications:

- Bachelor's degree in arts, business or a related discipline with an emphasis on marketing, communications or public relations.
- 7+ years of marketing and communications experience in progressively more challenging roles with proven experience in leadership roles.
- Demonstrated high-quality digital communications and marketing skills.
- Superior project management skills and the proven ability to manage multiple projects at once.
- Exceptional communication, public speaking/presentation, interpersonal and influence management skills.
- In-depth knowledge of strategic marketing and communication concepts, principles, methodology and techniques.
- Outstanding writing, storytelling and editing skills.
- Demonstrated experience in developing and implementing marketing and communication plans, strategies, tactics and programs.
- Demonstrated ability to oversee the design and production of a wide variety of print and digital materials.
- Superior ability in leading teams in the development of marketing and communications plans and to work well with all levels of the organization.
- Demonstrated ability to manage and develop team members.
- Demonstrative ability to work well and develop consensus with a wide variety of people.
- Experience in K-12 or post-secondary education would be an asset to this position