

Assistant Director of Marketing and Communications
Moorestown Friends School
Job Description

At Moorestown Friends School, we weave academic rigor with Quaker values to serve a dual purpose: offering uncommon intellectual challenges while also instilling vital emotional and ethical attributes that empower our students. Our focus on relationships creates conditions for great intellectual daring, remarkably productive collaboration, and courageous perseverance. And our Quaker values impart universal principles of equality, compassion, reflection, and responsibility—which serve students from all backgrounds and belief systems and remain relevant in rapidly changing times.

The Assistant Director supports the Director of Marketing and Communications in efforts to develop and manage the school's strategic marketing efforts, brand identity, and communications with all constituents to: 1) foster inquiries and applications for enrollment at Moorestown Friends School and 2) raise the visibility and enhance the image of MFS locally, regionally, and nationally.

Requirements:

This position requires superior writing and editing skills and in-depth knowledge of web communications and social media. The successful candidate will have superior planning and organizational skills and the ability to work both independently and as part of a team. A bachelor's degree and a minimum of two years of experience working in marketing, communications, public relations, or a similar field are required. Professional experience in an educational setting is preferred. Strong preference will be given to individuals with expertise in video production, photography, web editing/management, and graphic design.

Specific Duties:

Storyteller – Stay up-to-date on all school news, and create compelling stories and features to be used in multiple communications channels such as: newsletters, social media, school magazine, press releases, brochures, postcards, e-blasts, and the school website.

Editor – Provide high-level copy editing support for all department materials and other materials from throughout the school as directed.

Information Management – Maintain public information on web, print, and digital materials, and in numerous public sources such as directories and listings. Maintain MFS website content throughout year using WordPress, including school news posts, curriculum information, and calendar.

Magazine Managing Editor – Work with Director (Editor-in-Chief) to develop production schedules and generate content for *Among Friends* magazine, produced twice each year (fall and spring).

Social Media – Work with Director to develop a cohesive and strategic social media plan. Serve as primary administrator of school's Instagram account, and secondary administrator for X (formerly Twitter) and Instagram.

Photo/Video/Multimedia Management – Manage and help produce the school's media assets: photos, videos, and multimedia. Help Director to arrange for professional photographers and videographers as needed. Take photos and video of school events.

Integrated Marketing Plan – Assist Director with planning and execution of school's Integrated Marketing Plan.

Community Involvement – The Assistant Director is an integral member of the MFS community and as such is expected to familiarize himself/herself with all areas of academic and student life. The Assistant Director is expected to be a visible, dynamic, and involved participant in the life of the MFS community, working cooperatively with all offices and individuals of the school to communicate the mission of MFS to external constituents. Participation or coverage of several all-school and development events that take place on evenings and weekends throughout the year is mandatory.

Crisis/Media Management – Support Director with crisis management and media management activities as needed; Assistant Director may serve as backup spokesperson for MFS when Director is unavailable.

Enrollment Management Team – Attend regular meetings of the Enrollment Management Team which consists of Marketing and Communications and Admissions staff and school administration.

Professional Networking – Become active in professional associations and peer networks to help monitor trends and stay abreast of best practices and creative ideas.

Support Services – Support the Director as assigned with various organizational needs: budget management, research, clerical support, etc.

Skills required:

- Superior copy-editing and writing skills
- Google products and Adobe Creative Suite
- Website management skills; experience with WordPress preferred
- An eye for visual communications; expertise in media production and design preferred
- Good interpersonal skills
- Attention to detail
- Ability to work independently and as part of a team

Benefits:

Moorestown Friends School offers a comprehensive benefits package which includes paid time off, medical, dental, vision, 403b with matching contribution, and company paid life insurance and long-term disability. Moorestown Friends School provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.

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