



MADEIRA

Assistant Director of Communications and Marketing

The Madeira School is seeking an Assistant Director of Communications and Marketing. The role supports communications in daily operations and provides key information to our students, parents, alumnae, faculty, staff and the public at large. The preferred candidate will have school, non-profit and/or business experience.

The Madeira School is an independent boarding and day school that educates girls in grades 9-12. The scenic 376-acre campus is just 10 miles from Washington, DC. Enrolling 334 students from 21 states and 38 countries, Madeira was founded with the vision of leading innovation in girls' education and the mission of launching women who change the world.

Responsibilities include an emphasis on:

- Social media account management, including creating and managing social media calendar, gathering/creating content, writing captions, leveraging hashtag strategy for multiple school social channels
- Capture and creatively promote school events and campus life, including photos and stories for website, newsletters, social media, etc; coordinate with internal departments
- Design and/or manage the creation of school digital and print marketing/communication materials, including newsletters, email campaigns, postcards, videos, schedules, ads, student directory, invitations, etc. for a variety of audiences (current parents, alumnae, prospective families, etc.)

Additional responsibilities include:

- Manage website, including page updates and regular fresh content; utilize best practices for website management, including SEO/SEM
- General duties - Maintain calendar of all school communications; assess and measure communication campaigns; manage and contribute to special projects, general departmental support

Qualifications:

- Bachelors required with five+ years of school communications or other business experience
- Well-versed in social media strategy and management; Strong experience in storytelling, content creation, and production for web, social channels, newsletters, digital marketing, and print communication. Strong writing, editing, and proofreading skills along with basic photography and video ability to capture campus stories
- Experience managing websites, including SEO/SEM and management
- Strong graphic design (Adobe Creative Suite) skills, video editing expertise (Premiere Pro, We Video, or other video editing) a plus
- Ability to work independently and collaboratively with multiple constituencies with exceptional initiative, judgement and problem-solving skills. Accuracy, attention to detail, and ability to follow through with multi-task projects
- Willingness and ability to work occasional evenings and select weekends
- Appreciation of and commitment to boarding and single-sex education, diversity and to serving the needs of a diverse population

To apply, please submit your letter of interest and resume to hr@madeira.org.