



## JOB DESCRIPTION

**Position Title: Communications and Marketing Specialist**

**Supervisor: Director of Marketing and Communications**

**Revision Date: 11/18/2021**

**Classification: Staff**

**Department: Marketing & Communications**

**POSITION SCOPE:** The Marketing and Communications Specialist is responsible for articulating and communicating Echo Horizon's unique identity, characteristics, and values through crafted and creative written content for video, social media, the website, and news outlets. The Specialist is responsible for creating, in collaboration with the department, the Leadership Team and the Director of Communications, a dynamic communications strategy that will best support the school's success and growth. S/he works with faculty, students, and parents on a variety of projects.

*The ideal candidate will:*

- Have exceptional organizational skills and follow through
- Have strong skills in strategic thinking and communications strategy
- Have the ability to inspire and motivate people
- Have demonstrated strength in project management
- Possess a creative mindset and the ability to think outside of the box
- Have a deep understanding and love of the unique culture and values of this community
- Have strong written, visual, and oral communication skills
- Have a demonstrated desire to be part of an effective, collaborative team
- Be an collaborative and independent problem-solver
- Take initiative and possess the ability to create, innovate, and implement action
- Be able to sets goals, manages priorities, and has high expectations
- Be a reflective practitioner and a good listener and the ability to take constructive feedback
- Have a good balance of visionary ideas and practical solutions
- Be an exceptional, caring practitioner who is up-to-date on best practices in communications and public relations.
- Have a positive outlook, strong listening skills, a growth mindset, and an enthusiasm for working with young people and their families.
- Have curiosity and a love of learning and children
- Be a visionary, creative and proactive collaborator
- Have the ability to balance multiple high-pressure time-sensitive projects simultaneously



## **ESSENTIAL DUTIES:**

### **Responsibilities**

- Draft, transcribe, proofread and create written content for school publications including but not limited to the annual magazine, the annual report, admissions materials, and internal and external correspondence.
- Draft, transcribe and proofread create written content for digital communications including but not limited to marketing eblasts, parent e-newsletters, weekly bulletins, social media platforms and the website.
- Oversee crisis communications and crisis management with the Director of Communications and Head of School.
- Oversee external press relations, proactive and reactive with the Director of Communications and Head of School.
- Ensure quality and consistency of key messaging, value statements and branding in all school communications, including publications, recruitment materials and media.
- Script and coordinate marketing videos and on-campus photo shoots in partnership with the Director of Communications.
- Assistance creating and crafting social media content and marketing collateral.
- Photograph, film and archive media of on-campus events and lessons.
- Interact with faculty, staff, students and parents build relationship building, curriculum development, and content creation.
- Provide administrative support to the Marketing and Communications department.

\*Other duties as assigned by the Director of Communications.

### **PREREQUISITE KNOWLEDGE, SKILLS, AND EDUCATION:**

- Bachelor's Degree in a field related to communications, journalism, or public relations.
- Master's Degree in Communications or similar field preferred.
- Minimum 3 years of relevant work experience in communications and marketing, preferably in an educational setting.
- Exceptional skills in written and oral communication.
- Strong skills in strategic thinking and communications strategy.
- Strength in project management and the ability to set goals, manage priorities, and have high expectations.
- Strong skills in Google Suite and Google Analytics.
- Proficient use of Adobe Suite is a plus.
- Strong skills in Hootsuite, Hubspot, Canva, and Veracross are a plus.
- Ability to work cohesively, collaborate and communicate effectively with a variety of stakeholders (parents, prospective parents, faculty/staff, Board of Trustees, etc.)
- Ability to respond quickly and effectively in times of high stress.
- A willingness and enthusiasm to participate in school events and functions.
- Be an exceptional, caring practitioner who is up-to-date on best practices in marketing and communications.
- Have a positive outlook, strong listening skills, a growth mindset, and an enthusiasm for working with young people and their families.



- Have curiosity and a love of learning and children.

**PHYSICAL AND MENTAL REQUIREMENTS:**

- Standing and sitting for extended periods of time
- Ability to work outdoors with no temperature control
- Correctable vision and hearing.

**This job description is not intended to be all-inclusive and the employee may also be asked to perform other reasonably related job duties as assigned by their immediate supervisor and other school administration as required. All employees may be required to perform duties outside of their normal responsibilities from time to time as needed. Echo Horizon School reserves the right to revise or change duties as the need arises. This job description does not constitute a written or implied contract of employment.**

**Echo Horizon School is proud to be an Equal Opportunity Employer. We do not discriminate on the basis of race, color, ancestry, national origin, religion or religious creed, mental or physical disability, medical condition, genetic information, sex (including pregnancy, childbirth, and related medical conditions), sexual orientation, gender identity, gender expression, age, marital status, military or veteran status, citizenship, or other characteristics protected by state or federal law or local ordinance**

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I have read and understand the expectations outlined in this job description in its entirety. I will abide by the job description and its expectations. I understand the physical demands of my job and I understand the work environment of my job.

Employee:	Date:
Supervisor:	Date:
Human Resources:	Date: