



<b>JOB DESCRIPTION</b>
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<b>Position Title: Communications and Marketing Specialist</b>
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<b>Supervisor: Director of Marketing and Communications</b>
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<b>Classification: Staff</b>
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<b>Department: Marketing &amp; Communications</b>
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**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 Marketing and Communications, a dynamic communications strategy that will best support the school’s success and growth. They work with faculty, students, and parents on various projects.

*The ideal candidate will:*

- Have strong written, visual, and oral communication skills.
- 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.
- Have the ability to balance multiple high-pressure, time-sensitive projects simultaneously.
- Be up-to-date on best practices in communications and public relations.
- Possess a creative mindset with the ability to balance visionary ideas and practical solutions.
- Have a deep understanding and love of the unique culture and values of this community.
- Have a demonstrated desire to be part of an effective, collaborative team.
- Take initiative and possess the ability to create, innovate, and implement action independently.
- Be a reflective and caring practitioner with the ability to take constructive feedback.
- Have a positive outlook, strong listening skills, a growth mindset, a love of learning, and an enthusiasm for working with young people and their families.



## **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, proofread, and 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 Marketing and Communications and Head of School.
- Oversee external press relations, proactive and reactive, with the Director of Marketing and 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 Marketing and Communications.
- Assist in creating and crafting social media content and marketing collateral.
- Assist in photography, filming and archive media of on-campus events and lessons.
- Interact with faculty, staff, students and parents to assist with relationship building, curriculum development, and content creation.
- Provide administrative support to the Marketing and Communications department.

\*Other duties as assigned by the Director of Marketing and 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.
- Ability to work cohesively, collaborate and communicate effectively with various stakeholders (parents, prospective parents, faculty/staff, Board of Trustees, etc.)
- A willingness and enthusiasm to participate in school events and functions.
- Strong skills in Google Suite and Google Analytics preferred.
- Skills in Hootsuite, Hubspot, Canva, and Veracross are a plus.



**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: