



**Title:** Digital Media and Communications Manager  
**Reports to:** Assistant Head of School for Institutional Advancement  
**Status/Hours:** Full time, 40 hours per week. Normal business hours are M-F, 8:00 a.m. – 4:30 p.m. Additional hours may be required, and schedule may vary outside of traditional work hours (evenings, weekends, etc.) according to department and School needs.  
**Classification:** Exempt  
**Date:** November 2022

### **Position Summary:**

The Digital Media and Communications Manager is responsible for raising the school's visibility, advancing its brand, and articulating clear messaging to internal and external constituencies. The primary objective of this position is to create and communicate a compelling story about Salisbury School.

### **Duties and Responsibilities:**

The Digital Media and Communications Manager will be expected to:

- Focus on developing high-impact, innovative and integrative marketing and communications strategies aligned with the mission and success of the School that incorporates and assesses ROI on all audiences and stakeholders.
- Develop a communications work plan, based on the data-driven strategy, for each school year that includes a calendar of events, activities, communications, and publications.
- Drive and manage content for social media platforms and continuously improve and further develop the school's digital communications strategy to enhance visibility and creatively grow and expand the School's social media presence on existing platforms.
- Serve as website administrator and direct overall web strategy related to site layout, content priorities, and site usability consistent with School branding and marketing guidelines. Develop and maintain School website by ensuring all content is up to date and accurate, and that the user experience drives improved engagement. Work with vendors, as needed, to implement strategic creative recommendations for the website. Research and implement strategic marketing initiatives through the use of the website, and continually evaluate and refine search-based tactics to grow site traffic; monitor Google Analytics website metrics to inform and establish website strategy.
- Oversee the production of a variety of materials meant to increase the School's visibility and competitive positioning. Identify, develop, write, edit, coordinate, and produce written stories that promote Salisbury School (Salisbury Magazine, e-newsletters, web stories, constituent profiles, social media channels, etc.)
- Identify emerging marketing opportunities, design effective targeting strategies, and report on results.
- Collaborate with program directors and academic departments chairs to ensure brand and message quality and consistency across all media, programs, and channels, including the promulgation of press releases to local, regional, and national media outlets.
- Partner with Head of School, Assistant Head of School, and Deans Office to distill and prioritize critical messaging for internal and external constituents including current parents, students and employees.
- Work with internal and external constituents to draft and edit speeches for key school events.

- In collaboration with other key members of the team, review and revise an effective crisis communications plan and ensure understanding across all departments and stakeholders.
- Manage market research initiatives and oversee all surveys and feedback initiatives.
- Coordinate and collaborate with the Development and Admissions communications teams in the fulfillment of the communications plan.
- Serve as primary photographer for the School, as well as some videography

**Qualifications:**

- Bachelor's degree in marketing, communications, or related field
- 3+ years of experience in marketing and communication in an independent school setting preferred
- Excellent written and verbal communication skills
- Attention to detail, highly organized, and able to work productively in a fast-paced, high-production environment
- Ability to manage several projects simultaneously and consistently meet deadlines
- Outstanding interpersonal skills to develop and maintain effective relationships within the Salisbury School community and with the community at large
- Significant experience with the Adobe Creative Suite including InDesign, Photoshop, Illustrator, Acrobat, Canva, and Finalsite
- Fluency with Microsoft Office 365
- Experience with print production and outdoor signage
- Flexibility to work some evenings and weekends

***Additional Requirements:***

- Successful completion of post-offer, pre-employment background checks
- All employees must be fully vaccinated for COVID-19 unless a medical exemption is on file
- Work is performed on a tobacco/cannabis smoke and vape free environment

***Additional Information:***

*The essential functions and basic skills have been included. It is not intended or construed as an exclusive list of all functions, responsibilities, skills, and abilities. Additional functions and requirements may be assigned by leadership as deemed appropriate.*

*Salisbury 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.*

Interested candidates should send a cover letter and resume to:

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