Communications Specialist

The Cathedral School of St. John the Divine is an independent, Episcopal, K-8 day school for students of all faiths in New York City. The school is committed to a rigorous academic program that integrates the arts, athletics, and leadership development. Located in Morningside Heights on the 11.5-acre campus of the Cathedral, the school offers a unique setting for the celebration of the many traditions shared by its families. The school is currently in virtual session in accordance with New York State guidelines.

Job Overview

Reporting to the Director of Institutional Advancement, the Communications Specialist is tasked with developing, coordinating, and executing a comprehensive communications program. The Specialist enhances the school’s image and visibility as a leader in K-8 education and delivers the school’s message to its constituencies across online, print, and social media. The Specialist manages the brand to ensure that communications are in-keeping with brand messaging and imaging to reflect the school’s mission and strategic direction.

Responsibilities Include

- Collaborate with colleagues in the Advancement Office to advance the mission and strategic goals of the school
- Manage and coordinate a communications strategy and corresponding communications calendar
- Generate photography, video, and written content across multiple communications and marketing platforms including, but not limited to:
  - Update and maintain the school’s website and constituent portal using Blackbaud’s WhippleHill
  - Report to the Editor, serve as the Associate Editor of Cathedral Magazine, generate content and execute its production
  - Strategize and execute installments of the #KnowWonder video series
  - Partner with colleagues to execute fundraising and engagement videos
  - Draft and send the school’s weekly e-newsletter, craft a feature story each week through collecting content from faculty, staff, students, and parents
  - Manage the school’s social media presence including Facebook, Instagram, Twitter, LinkedIn, YouTube, and other platforms deemed necessary
  - Distribute emergency text, email, and website messages to faculty, staff, and parent (ex. snow day, lock down, etc.)
- Incorporate style guide and strong design to all communications pieces
- Uphold the school’s brand attributes and seek out opportunities to promote evergreen topics as informed by the school’s established branding plan. Collaborate with the Parents Association Store to ensure products are brand-aligned
• Manage Brand Ambassador program, a volunteer force of 60+ constituents to promote and market the school both internally and externally

• Provide necessary marketing support and counsel to the Director of Outreach and Enrollment Management Office, design and produce both digital and hard copy marketing materials

• Work across departments of the school to ensure alignment, consistency, and efficiency in all strategic school communications

• Coordinate presentation for the State of the School event in collaboration with Director of Advancement and Head of School

• Manage public relations efforts as they arise including press releases, emergency communications, and management of media sources

• Collaborate with STEAM Camp Director to market Camp to internal and external constituents

• Staff evening and occasional weekend events and attend early morning meetings as needed

• Other duties as assigned

Competencies
The Cathedral School is looking for a communications professional who understands the opportunities and challenges facing independent schools and possesses the skills and vision to manage the communications, branding, and marketing for the school. The Communications Specialist must be a dedicated, results-oriented professional with a passion for working in a mission-driven and team-oriented department. The successful candidate will be highly motivated, reliable, dedicated, creative, and eager to be a part of a fast-paced fundraising program.

Qualifications
• Prior experience in an educational environment strongly desired
• Minimum of three years of experience in communications and/or marketing
• Demonstrates accomplishment in strategic communications planning and implementation
• Possesses ability to manage multiple projects across a myriad of constituencies
• Exhibits ample evidence of strong organizational, writing, editing, and interpersonal skills
• Has proficiency in standard communications technologies and platforms (see skills assessment worksheet on the next page)

To Apply
Please submit your cover letter, resume, and completed skills assessment (next page) to Elizabeth Oswald at eoswald@cathedralnyc.org, using the subject line “Application for Communications Specialist”

Equal Opportunity Employer
The Cathedral School admits students and hires faculty and staff of any race, color, religion, gender, sexual orientation, and national or ethnic origin. It does not discriminate on the basis of race, color, religion, gender, sexual orientation, or national or ethnic origin in the administration of its educational policies, financial aid, and athletic or school-administered programs.
**Skills Assessment**

Please rank your proficiency with the following skills/tools utilizing a scale of 1-5 as described below.

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<td><strong>No experience</strong></td>
<td><strong>Some experience</strong></td>
<td><strong>Moderate experience</strong></td>
<td><strong>Proficient</strong></td>
<td><strong>Master</strong></td>
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**Content Generation**
- Photography
- Videography
- Video Production and Storyboarding
- Article Writing

**Video Editing**
- iMovie
- Adobe Premiere Pro
- Final Cut Pro

**Graphic Design**
- Adobe InDesign
- Adobe Photoshop
- Adobe Illustrator
- Print Production
- Designing with brand standards

**Email Marketing**
- Constant Contact
- Mailchimp

**Web Design and Content Management**
- Squarespace
- WhippleHill
- HTML/CSS
- Wordpress
- Dreamweaver

**Web Marketing Skills**
- SEO/Meta Tags
- Google Analytics

**Professional Social Media**
- Facebook
- Instagram
- Twitter
- LinkedIn
- YouTube

*Experience in all areas is not expected, so please answer honestly and to the best of your ability.*