



Seeking a Marketing and Communications Manager

Gathering Waters is a new K-12 charter school guided by the core principles of public Waldorf education. We will open our doors in September 2021 for grades K-9, with a grade added each year. The mission of Gathering Waters Chartered Public School is to offer students an education that enables them to discover their interests and capabilities; explore the surrounding world; and cultivate a lifelong love of learning, a sense of community responsibility and understanding of environmental sustainability. We seek a Marketing and Communications Manager who will make the school's mission accessible to all students in the Monadnock Region of New Hampshire.

We seek candidates with proven experience and a pioneering spirit who are excited to collaboratively build our school. Ideal candidates possess a strong interest in Waldorf education, a multi-disciplinary background, and are committed to serving a diverse population of students.

Position Purpose and Scope

The Marketing and Communications Manager oversees all marketing, communications and outreach initiatives of the Gathering Waters Charter School. Using the school's strategic plan as a guide, the Marketing and Communication Manager will provide vision, leadership, planning and management of comprehensive outreach initiatives to support enrollment and advancement goals.

As part of a dynamic administrative team, the Marketing and Communications Manager will develop systems and processes that allow for streamlining and strategy, creativity and collaboration.

Primary Roles & Responsibilities:

Marketing and Communication Overview

- Oversee and manage whole-school branding campaign
- Develop short-, medium- and long-term marketing and communication goals and action plans
- Provide oversight, maintenance and regular assessment of the school's website for both content and structure

- Oversee the school's social media presence; measure impact, report results and make recommendations
- Lead design and coordinate installation of internal and external signage
- Oversee the coordination of all marketing and communications purchase orders and supplies; maintain relationships with vendors
- Oversee Marketing, Enrollment and Outreach related budgets

Enrollment

- Lead marketing initiatives for enrollment based on research and emerging marketing strategies, with continuous analysis of effectiveness and reporting on results
- Oversee ongoing photo and video opportunities for both on- and off-site events; create and maintain photo and video archive
- Improve search engine optimization and devise/measure strategies for driving online traffic to the website
- Create and submit school announcements and press releases to media; develop relationships with local media representatives
- Support on and off-site recruitment events, including school tours, open houses and community outreach events.

Advancement

- Provide ongoing marketing and communications support to the Lead Administrator and Board Development Committee for yearly events
- Support a collaborative and creative process for all Development materials and initiatives.
- Supporting fundraising efforts and cultivation activities through solicitation materials.
- Coordinate the advertising and market fundraising events through the use of various media, including traditional and social media.
- Write grant proposals and develop grant opportunities.

Communications Strategy

- Support re enrollment through ensuring whole-school consistency, high quality messaging and utilization of on-brand communications for all internal and external communications
- Coordinate content development and distribution of all print and digital publications, including but not limited to: quarterly value-messaging pieces, school directory, handbook, newsletter, events, and mass mailers
- Perform other duties as required

Minimum Required Knowledge, Skills and Abilities:

- Bachelor's Degree in Marketing, Communications, or a related field.
- Minimum of three years' experience in corporate or not-for-profit organizations.
- Demonstrated proficiency in design and layout software (In-Design, Photoshop), HTML and other coding and web content management platforms.
- Facility working with multiple forms of media, especially online.

- Ability to work independently and collaboratively with a solutions-oriented mindset
- Demonstrated experience working collaboratively with faculty, staff, parents, students and the public.
- Demonstrated writing and verbal communication skills.
- Must possess the ability to work successfully in a multi-faceted and sometimes high stress environment, handling multiple tasks and projects simultaneously.
- Creative project management experience.
- Willingness to embrace the Gathering Waters Charter School, its pedagogical philosophy and the wider Waldorf education movement.
- Ability to represent the school and the education to a wide range of groups and individuals.
- Strong, detail oriented organization and planning skills.

Compensation: Competitive salary commensurate with experience.

To apply, please send a letter of interest and resume to:

Send a resume, cover letter, and three references in pdf format to [hiring@gatheringwaterscharter.org](mailto: hiring@gatheringwaterscharter.org), with “Marketing and Communications Manager” in the subject line.

Gathering Waters Chartered Public School is an initiative member of the [Alliance of Waldorf Public Education](#) and is committed to the path to becoming a full member of the Alliance.