

DEERFIELD ASSOCIATES

Executive Search, Inc.

DEERFIELD ASSOCIATES Executive Search, Inc. has been retained by **Kent School**, located in Kent, Connecticut, to conduct a national search for a **Director of Marketing & Communications**.

Kent School

Kent School is a private, co-educational college preparatory school located in Kent, Connecticut. Frederick Herbert Sill, Order of the Holy Cross, established the school in 1906 and it retains its affiliation with the Episcopal Church of the United States. The scenic 1200-acre campus is situated alongside the Housatonic River and a section of the Appalachian Trail.

School Motto: Temperantia, Fiducia, Constantia (Simplicity of Life, Directness of Purpose, Self-Reliance).

The Head of School is Michael Hirschfeld. The current endowment is approximately \$115 million. There are 585 students enrolled (93% boarding), 48% female, 52% male. U.S. students come from 30 states, 18% are students of color. Students come from 37 countries, 27% are International. There are 75 teaching faculty 71% who have advanced degrees. Average class size is 12 and there are over 25 AP classes. For more background information please visit: www.kent-school.edu.

The School Mission: As an independent boarding school in keeping with the Episcopal Church, we prepare students for college and for life with a rigorous and comprehensive program. We teach those who strive to grow, nurture striving where it falters, foster academic excellence, and promote understanding of and respect for one another's beliefs and differences.

Position Summary

The Director of Marketing & Communications is responsible for institutional brand management and key marketing communications for the school. The director oversees all activities related to marketing, public relations and communication with external audiences, as well as developing and implementing an integrated marketing and communications strategy that supports the mission and goals of Kent School.

The Director of Marketing & Communications reports to the Associate Head of School for External Affairs, collaborates with other senior administrators and all school offices and directs the Communications staff.



[What is Kent School: Click on this video](#)

Director of Marketing & Communications
Kent School**The Position**

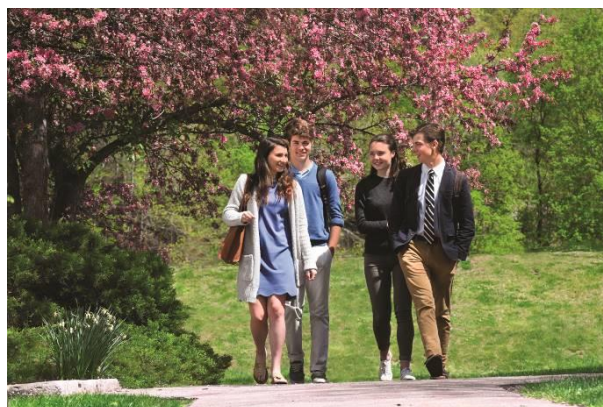
In close collaboration with the senior leadership team, the Director of Marketing & Communications plans and assures execution of internal and external communication strategies in promoting the School's key messages. The Director of Marketing & Communications is responsible for the School's, official publications, Website, Social Media, and public and media relations.

Essential Duties and Responsibilities Include:

- Work with internal leadership team and external communications partners to develop strategies, key messages, and action plans for School communications.
- Serves as the coordinator of communication between the School and local, regional, and national media; reacting appropriately to media inquiries; and managing media relations efforts.
- Assure an effective communications program to support major events.
- Manage the content and production of a variety of School publications.
- Manage the School's graphic identity.
- Write, edit, and design various communications.
- Manage the School's Website.
- Manage the School's Social Media presence.
- Assist in the publication of the School's Alumni Magazine.
- Manage event photography and image archives.
- Enhance and unify marketing communication across campus and provide strategic direction and management of the school's comprehensive and coordinated marketing strategy.
- Develop and implement a Social Media strategy that coordinates with other print and electronic pieces, maintain the school's presence and engage target audiences on social media sites and evaluate new platforms as they emerge.
- Other duties as assigned by the Associate Head of School for External Affairs.

Supervisory Responsibilities:

- Supervise the Communications Department Staff.



Director of Marketing & Communications
Kent School

Qualifications:

- Bachelor's degree with a concentration in Communications or related field is required.
- Minimum of 7 years' experience in a relevant communications role.
- Independent School experience is preferred.
- Demonstrated management and interpersonal skills.
- Exceptional verbal and written communication skills.
- Familiarity with graphic design software and standard office software.
- Proficiency in Website management.
- Proficiency in Social Media management.
- Project management experience.
- Ability to work effectively with teams.
- Comfort with and ability to work effectively with external media.
- Ability to deal with issues and problems involving several variables in non-standard situations.



Search Description

-4-

Director of Marketing & Communications
Kent School

Head of School: **Michael G. Hirschfeld**



Welcome to Kent School! As you make your way through our website, I hope you get a sense of what makes Kent an extraordinary school. It is a place of remarkable opportunity and transformation.

Kent's curriculum is at once traditional and innovative. We support our students' intellectual, spiritual, emotional, and social growth through a relationship-based program. You will be known and appreciated for who you are during your Kent journey.

Through myriad academic, chapel, service, artistic, and athletic programs, Kent is committed to educating the whole person. We have a lot of fun at Kent; it is a place of joy; but we take seriously our responsibility to provide our students with the skills necessary to be engaged citizens and leaders in the world.

Of course, even the best website cannot fully explain the breadth of opportunities, the depth of relationships, and the strength of the Kent community, so please come and visit us.

We look forward to welcoming you to Kent!

Michael G. Hirschfeld
Head of School

Director of Marketing & Communications
Kent School

The School's Benefits

Kent School offers an exciting and supportive work environment, a competitive salary and benefit package which includes medical and dental plans, a pension plan, and four weeks of paid vacation.

Kent School is committed to creating a diverse environment and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status.

Contact Information

To explore this superb career opportunity please send your resume, letter of interest and a list of references (who will only be contacted by the search firm if mutual interest is determined) to:

Doug Cooney, Executive Search Consultant, **DEERFIELD ASSOCIATES Executive Search, Inc.**
572 Washington Street, Suite 15, Wellesley, MA 02482 Telephone: 781-237-2800.
Email: jobs@deerfieldassociates.com