



**Position: Director of Marketing and Communications**

**Organization: Solomon Schechter Day School of Bergen County, New Milford, NJ**

**Start Date: Immediate**

The Solomon Schechter Day School of Bergen County, a Pre K – 8<sup>th</sup> grade Conservative Jewish day school, is seeking a strategically oriented, goal-focused Director of Marketing and Communications to develop and advance the school's brand in the community.

Reporting to the Head of School, the Director of Marketing and Communications will be responsible for managing internal and external communications, with the ultimate goal of considerably elevating the school's visibility. He or she will work closely with the Director of Development and the Director of Admissions to achieve ambitious, measurable results in the areas of recruitment, fundraising, alumni engagement and community awareness.

Specific responsibilities will include:

- **Strategic brand management.** Develop an overarching brand roadmap for the school. Establish clear marketing and messaging guidelines for all materials, and ensure that everything produced by the school reflects the principles of the brand roadmap.
- **Collateral production.** Oversee the design of all marketing materials for external constituents, including an admissions “view book”, ads for local papers, invitations to school events, and a brand new Schechter newsletter (as currently envisioned, an 8-page glossy spread to be mailed out twice a year).
- **Website and electronic media management.** Manage an external resource to redesign the school's website and keep it refreshed throughout the year. Ensure that the school's online presence (our website, Facebook group, other emerging platforms) effectively advance the marketing goals of the school.
- **Internal school communications.** Ensure the quality of all communications going out to school families, particularly the “Week at Schechter” e-newsletter. The Director of Marketing and Communications will manage a staff member responsible for the news writing, photography, and layout.
- **Alumni engagement.** Develop and execute a strategy for re-engaging alumni in the school, including overseeing the creation of an alumni database.
- **Public relations.** Increase the media exposure of the school by developing a focused communications strategy and identifying opportunities for frequent media coverage.
- **Event planning.** Partner with other school staff members to ensure that all school events (admissions-oriented programming, fundraising parlor meetings, Special Friends Day, etc.) are professionally planned and executed.

The ideal candidate will be extraordinarily organized, self-motivated and results-oriented – and obsessed with building the school's brand! He or she will be adept at both strategic thinking and detailed project management, and driven to achieve ambitious results. A minimum of eight years marketing experience is preferred, and a background in non-profit marketing is desired.

Please send resumes and cover letters to [rshemesh@ssdsbergen.org](mailto:rshemesh@ssdsbergen.org).