



Director of Strategic Marketing and Communications

Chatham Hall
Chatham, Virginia

Mission

Equip curious thinkers to lead lives of impact.

Chatham Hall is a girls' day and boarding school serving students in grades 9-12 in the Episcopal tradition. Every day, students discover individual passions, learn to balance joy with challenge, gratitude with ambition, and to champion each other as they weave together informed perspectives that will make up their worldviews. In addition to nearly 150 students, the school includes a vibrant extended community of more than 3,000 alumnae, families, and friends. It is located on a 360-acre campus in Chatham, Virginia, within driving distance of Greensboro, Raleigh-Durham, Chapel Hill, Lynchburg, Roanoke, and Charlottesville. Visit www.chathamhall.org for more information.

Chatham Hall is accredited by the Virginia Association of Independent Schools, a member of the National Association for College Admission Counseling (NACAC), and in compliance with the NACAC's Principle of Good Practice.



Carney
Sandoe
& ASSOCIATES

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Director of Strategic Marketing and Communications

The Director of Strategic Marketing and Communications (DSMC) is a multifaceted collaborative leader who provides innovative strategic leadership in all aspects of Chatham Hall marketing, messaging and communication. The DSMC has ultimate responsibility for ensuring that Chatham Hall's brand is positioned and leveraged effectively and strategically in all forums and mediums. Serving on the School's Administrative Leadership Team (ALT), the DSMC plays a critical role in growing and enhancing the school's visibility through strategic marketing initiatives and targeted branding campaigns.

The DSMC must be able to think strategically at the highest level, bring a proactive and nuanced approach to marketing and communications, and shift seamlessly and effectively among a variety of different roles. As a member of the ALT, the Director will serve as a trusted advisor and thought partner to the Rector, and will be responsible for the development and implementation of a marketing communications strategy, and a broad and diverse range of community, media, public relations, and crisis communications.

The successful candidate will be able to develop and implement strategic priorities while partnering across campus at the ground level with colleagues. The DSMC leads all aspects of internal and external communications to develop and sustain an integrated and effective marketing and communications plan. The successful candidate is responsible for the stories that Chatham Hall tells about its mission, values, and priorities and the ways that they manifest in the student experience. The DSMC is a forward-thinking communicator able to leverage opportunities as they present while also effectively anticipating and navigating challenges.

Chatham Hall seeks candidates who will contribute to and are committed to diversity and multicultural educational practices. Chatham Hall seeks candidates who demonstrate a dedication to working in a diverse community. The school seeks candidates who: communicate effectively with diverse populations, create an inclusive work environment, and will engage in professional development opportunities to further develop inclusive management practices.



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Position Responsibilities

- Lead the strategic institutional efforts to plan, execute, and sustain Chatham Hall's marketing and strategic communications plan so that the school's identity is clear and compelling to external and internal audiences and constituents
- Develop and implement processes and systems to ensure consistency across all communications
- Collaborate with the Rector, ALT, and Board of Trustees to develop strategy and disseminate the school's key messages to various constituencies by drafting, editing, and revising all digital and print communications
- Work with all constituencies (internally and externally) to promote a sense of community and enhance the school's appeal to a wide range of faculty and staff, alumni, parents, friends, and prospective families
- Assess the existing tools used for internal and external campus-wide communications and collaboratively develop plans to optimize both their efficacy and their content with the goal of more effectively sharing important information
- Curate and manage all Chatham Hall's media, publications, and other printed materials; the school's website, press releases, electronic communication, social media platforms, alumni magazine, and promotional material
- Serve as Chatham Hall's resident crisis communications lead
- Effectively manage the marketing and communications budget, evaluating short and long-term budget needs
- Maintain a dedicated campus presence and actively engage in the life and program of the school; perform other duties as assigned by and in support of the Rector



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Areas of Particular Focus

- The DSMC collaborates particularly closely with the strategic leaders in advancement, development, enrollment, engagement and innovation.
- To ensure that the school achieves its goals for enrollment and retention, the DSMC will partner closely with the Admission/Enrollment and Engagement teams to develop a holistic marketing and outreach program for prospective and current families.
- The DSMC will closely strategize with Advancement and Development teams on the development of compelling and successful targeted print and digital appeals for all constituencies.

Desired Qualities and Qualifications

- An appreciation for the mission of Chatham Hall and its commitment to all girls' boarding education
- A deep understanding of the varied and nuanced relationships among a wide range of individuals, departments, and constituencies
- Ability to lead with integrity, humility, and creativity
- Strong strategic vision with a willingness to solicit ongoing feedback from community stakeholders to help continually refine and improve overall strategy
- Superior oral and written communication skills and a demonstrated capacity to collaborate with various constituent groups
- Multiple years of experience in content development and management for print and web, and comprehensive marketing experience along with a willingness to embrace new technologies and developing trends
- Demonstrated project management skills and understanding of digital media tools, social media, video, and website design
- Attention to detail combined with the ability to prioritize and manage multiple tasks simultaneously in a deadline-driven environment
- A high degree of professionalism, collegiality, sound judgment, awareness, and discretion while maintaining complete confidentiality
- Capable of building collaborative relationships and effectively navigating across a highly engaged school community
- The ability to work calmly and competently in fast-moving, high stress situations.



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Desired Qualities and Qualifications (continued)

- A strategic mind, a collaborative spirit, a sense of humor, and the desire to become a visible, approachable, and fully engaged member of the Chatham Hall community.
- Support members of the marketing and communications team; set performance targets and evaluate performance; actively engage self and department members in ongoing professional development and best practices within the field of marketing and communications

Qualifications and Personal Attributes

- Bachelor's Degree in Communication, Business, Marketing, or applicable area of study
- Minimum 5 years' experience in journalism, communications, media, or related communications field; experience in a secondary school or higher education environment preferred
- Demonstrated strategic success in Communication, Marketing, Event Management, or comparable roles
- Excellent organizational, writing, interview, and editing skills required; strong creative, strategic, analytical, organizational and personal sales skills
- Ability to think strategically about communications objectives
- A commitment to understanding trends and practices in the evolving fields of digital marketing and outreach
- Ability to speak with and craft messaging for multiple constituencies
- Expertise in social media, digital marketing, website development, and maintenance
- Ability to remain calm in a fast-paced environment with a joyful spirit
- Knowledge of web content management systems, web analytics, social media, and Adobe Creative Suite. Knowledge of Blackbaud and Finalsite preferred.



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Compensation and Benefits

The position is a salaried (exempt) 12-month position with a competitive salary range based on applicable experience. Chatham Hall offers an excellent benefit package. Campus housing is included.

Interested Persons Contact:

Jonathan K. Ball
Managing Associate
Carney, Sandoe & Associates
617-933-3450 (dir)
jball@carneysandoe.com

All inquiries and nominations are kept confidential.

Chatham Hall complies with applicable federal and local laws prohibiting discrimination on the basis of race, creed, color, age, sex, disability, religion, national origin, or any other legally protected category.



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