

DIRECTOR OF STRATEGIC MARKETING AND COMMUNITY ENGAGEMENT

SHREWSBURY MONTESSORI SCHOOL

Shrewsbury, Massachusetts
shrewsburymontessori.org

Start Date: July 2025



**Carney
Sandoe**
& ASSOCIATES

CARNEYSANDOE.COM

Mission Statement

Our mission is to prepare and foster the development of the whole child in a safe and nurturing environment while sparking their natural curiosity and their innate love to learn. With the teacher as their guide and a hands-on approach to learning, we aim to cultivate a self-disciplined, self-confident, independent, and academically prepared global citizen who is cognitively, socially, emotionally, and physically aware.

Vision

Shrewsbury Montessori School is a well-known, innovative leader of quality Montessori education for early childhood and elementary students.

We are a vibrant, diverse community that respects students, inspires teachers, supports families, and enhances the community. We provide an environment that nurtures children to develop their individual gifts and teaches them to love learning. Every child grows to their potential to live happy and fulfilled lives and forever remain lifelong learners.

At a Glance



Established
1972



Enrollment
170



Total faculty
40



Student-faculty ratio
12:1



Overview

Shrewsbury Montessori School (SMS) is a multi-campus school dedicated to shaping a child's relationship to learning for life. SMS is passionate about giving children a first schooling experience that is nurturing and empowering. The goal is to inspire in children a life-long love for learning and teach them the skills to take on the curiosity and confidence to innovate and lead in the classroom and in life.

For over 50 years, as a premier Montessori school in Central Massachusetts, SMS is accredited by AMS (American Montessori Society) and AISNE (Association of Independent School of New England). Offering lasting education to children from PreK to Grade 6, SMSs prepares graduates to go on to excel in the finest independent and public schools in Worcester and beyond.

Role

The Director of Strategic Marketing and Community Engagement (DSMCE) is a dynamic and collaborative leader who provides forward-thinking leadership in all areas of marketing, messaging, and communication. As a member of the School's administrative leadership team, the DSMCE plays a vital role in enhancing the school's visibility through strategic marketing efforts and targeted branding campaigns.

The DSMCE must possess high-level strategic thinking, a proactive and nuanced approach to marketing and communications, and the ability to seamlessly adapt to various roles. The Director acts as a trusted advisor and key partner to the Head of School, and is responsible for developing and executing a comprehensive marketing and communications strategy designed to enhance enrollment, retention, fundraising and overall community engagement.



Responsibilities

- **Establish and oversee** the execution of a strategy and action plan that achieves the goals articulated by the Head of School as it relates to enrollment, communications, and development.
- **Lead strategic efforts** to develop, execute, and sustain SMS's marketing and communications plan, ensuring the school's identity, brand and value proposition is consistently compelling for internal and external audiences.
- **Collaborate closely** with the Head of School, administrative leadership team, and Board of Trustees to craft and convey the school's key messages through various digital and print platforms.
- **Partner with Admission team** to design and implement a marketing program that supports enrollment and retention efforts by reaching prospective and current families effectively.
- **Build strong parent relationships** across the lifecycle from prospective parents to current parents to past parents to understand needs and connections to the school.
- **Coordinate with Development and events team** to produce compelling print and digital appeals that resonate with all constituents.
- **Support development efforts and fundraising goals** with a focus on developing strong connections with SMS's parents, grandparents, alumni and past families.
- **Collaborate with the development and events team** to implement strategies to enhance fundraising events and the Annual Giving program.
- **Evaluate communication tools and platforms** and create actionable plans to optimize their effectiveness in sharing important information campus wide.
- **Oversee media and publications** including the school's website, press releases, digital communications, social media, and promotional materials.
- **Foster a sense of community** by engaging with internal and external audiences, enhancing SMS's reputation among faculty, staff, alumni, parents, grandparents, prospective families, and other community stakeholders.
- **Engage fully in school life** by attending events, visiting classrooms, and contributing to the school's spirit and culture.
- **Recognize how enrollment, communications, and development** activities influence the culture of SMS, fostering pride and connection to the school, and communicate these effects to senior leadership.
- **Highlight to SMS faculty and staff** the strategic importance of enrollment, communications, and development in shaping the future success of the school.



Personal Attributes

- **A strategic thinker with a collaborative mindset**, a sense of humor, and a desire to become a visible, engaged member of the SMS community.
- **Committed to professional development** for both personal growth and team members' advancement, setting performance goals and encouraging best practices in marketing and communications, enrollment management and fundraising.
- **Strategic vision and openness to feedback**, refining strategies to meet evolving needs.
- **Exceptional communication skills**, both written and verbal, with experience engaging diverse audiences.
- **Extensive experience in content creation and management** across digital and print platforms, with a readiness to adopt emerging technologies.
- **Proven project management abilities** with expertise in digital media, social media, video production, and website design.
- **Meticulous attention to detail** while balancing multiple tasks in a fast-paced, deadline-oriented environment.
- **Professionalism and sound judgment**, with the ability to handle sensitive information discreetly and build collaborative relationships.
- **A deep appreciation for SMS's mission** and a passion for Montessori education.

Qualifications

- **Bachelor's degree** in Communication, Business, Marketing, or a related field.
- **At least five years of experience** in journalism, communications, marketing, or enrollment management; experience in education settings preferred.
- **Demonstrated success** in strategic communications, marketing, and enrollment management.
- **Exceptional organizational, writing, and editing skills**, with a creative, measured and analytical approach to communications.
- **Expertise in digital marketing tools**, including social media platforms, website development, and emerging technologies.
- **Excellent** project management and implementation skills.

Learn More

Click on the links below to learn more about Shrewsbury Montessori School.

[School Website](#)

[Middle School Matriculation](#)

[Montessori Method](#)

[About Shrewsbury, Massachusetts](#)

To Apply

Interested and qualified candidates are invited to contact the consultants in confidence. Candidates will ultimately need to submit the following materials as separate PDF documents:

- A cover letter expressing their interest in this particular position;
- A current résumé;
- A list of five professional references with name, relationship, phone number, and email address of each (references will not be contacted without the candidate's permission) to:

Jonathan Ball

Managing Associate
jball@carneysandoe.com

Julia Sinton

Consultant
julia.sinton@carneysandoe.com