



Director of Communications (Full-Time)

The Caedmon School

Start Date: August 1, 2025

Salary: \$95,000-\$110,000

The Mission of The Caedmon School

At The Caedmon School, we honor the individual and foster each child's natural curiosity, which is the foundation of academic achievement. We nurture empathy in our students to value perspectives other than their own. Our graduates are creative, capable, and courageous, ready to make their place in the world.

Our Commitment to Community and Inclusivity

The Caedmon School is dedicated to creating and maintaining a community where we embrace and explore differences and commonalities, and the challenges they may present. We are committed to ensuring that Caedmon families feel a sense of belonging, because we value the different and precious identities among us. We cultivate a caring, respectful, and safe environment, in which bonds are forged across potential barriers of human difference, advancing compassionate, responsible, courageous citizens.

Our Values: Community; Academic Excellence; Diversity; Montessori

The Caedmon School seeks a full-time Director of Communications. The candidate will continue/build upon the work already in progress in executing our school's communications and marketing endeavors. The communications office serves to enhance the school's image and visibility as a leader in Montessori/Progressive Montessori philosophy and early childhood and elementary education. Across online and print publications, and social media, the Director will continue facilitating and at times organize campaigns and initiatives to best reach our constituents, including current families, prospective families, faculty and staff, alumni, and friends. The primary role of the Director is to manage the voice of the school and to accurately communicate our unique story.

A strong candidate is innovative, energetic, self-starter, and a strong collaborator adept at negotiating relationships between various constituencies at the school, as well as outside vendors.

Responsibilities:

- All-round strategic communications planning & management experience
- Strong written and visual content creator
- Ability to develop creative strategies to promote the school's vision via relevant channels, including social media and local advertising
- Manage the communications calendar for all school communications

- Driver of new media opportunities to enhance the visibility of the school's academic programs, value proposition, fundraising initiatives, students, faculty, and alumni
- Responsible for producing all school publications, including newsletters, advertising, admissions brochures, the school handbook, yearbook, and Annual Fund solicitation
- Manage and produce promotional videos or photography series
- Manage the school website to ensure accuracy and relevance of information
- Manage and maintain the school's social media feed, including Facebook and Instagram
- Manage and monitor Seesaw, our digital journal archive for all students and summer camp
- Assist faculty and staff with communications as necessary (ex: Admissions, Giving, and Caedmon Family Association materials)
- Maintain a style guide to ensure the unified presentation of all communication materials produced by the school
- Coordinate the school photographer
- Responsible for the organization of the digital content library of the school

Qualifications:

- A distinct fondness for young children
- Bachelor's degree
- Minimum 6 years' experience in related communications or marketing field preferred
- Excellent organizational, writing, editing, and data-collection skills
- Great attention to detail
- Ability to create strategic communications objectives and how to meet those objectives
- A creative mind that can utilize out-of-the-box thinking to ideate and execute various media campaigns
- Knowledge of web content management systems and social media platforms, including Facebook, Instagram, and X
- Solid understanding of Google Suite
- Solid understanding of digital marketing concepts (SEO, SEM, SMM)
- Solid photography and videography skills
- Design skills - Adobe Creative Suite
- Available to work on-site at school 5 days a week

Please send your cover letter and resume to: resumes@caedmonschool.org