



New Canaan Country School

MARKETING AND COMMUNICATIONS SUPPORT MANAGER

New Canaan, CT

START DATE: July 1, 2024



New Canaan Country School, a Pre-K through Grade 9 co-ed, independent day school, currently serves 555 students from diverse backgrounds living in 21 different surrounding towns/cities in Connecticut and New York. Our mission is to create an active, joyful learning environment where children are challenged to think deeply, question confidently, and act generously so that they may lead lives of impact and purpose. We believe that childhood is in itself an integral part of life to be lived fully and happily. Our talented and devoted faculty engages our students in developmentally appropriate ways, delivering a challenging curriculum that builds intellectual skills and fosters creative and critical thinking.

Founded in 1916, the School has been a preeminent leader in early childhood, elementary and middle school education for more than 100 years.

ABOUT THE POSITION:

The Marketing and Communications Support Manager reports to the Director of Marketing & Communications, working in collaboration with members of the school's leadership, to accomplish the school's strategic goals and implement and assess relevant tactics in support of those goals.

RESPONSIBILITIES:

- Copy edit, fact-check, and proofread print and digital communications to ensure consistency and accuracy.
- Create and send all school-wide, Parents' Association, Advancement, Admission, and DEI pushpages.
- Create compelling content for social media and other digital platforms (i.e., LinkedIn).
- Schedule, take and edit photos and videos in support of print and digital communications, social media, publications, and other items needing creative content.
- Create and send the weekly newsletter, *This Week*, and any other additional electronic communications as identified (i.e., quarterly e-newsletter).
- Manage print and digital projects, including Directory, *At a Glance* and other school-wide publications.
- Manage communications calendars, editorial calendar and other scheduling plans as needed.
- Maintain and update the school's website, including the Resource Boards.
- Create event registration and website landing pages.
- Manage the storage and retrieval of digital assets such as photos, videos and final projects.
- Support the Director of Marketing & Communications as needed.

JOB REQUIREMENTS:

- Proficient in the Blackbaud and MailChimp communications platforms; design and editing platforms such as Adobe Creative Suite (Photoshop, Illustrator, InDesign) and Canva, and website edits to CMS in addition to social media platforms.
- Has significant photography and videography experience (including editing).
- Has experience working with social media and other digital networking platforms and an understanding of how to create compelling content through those avenues.
- Skilled in writing and editing; possess strong verbal communication skills.



COMPETENCIES:

- Skilled collaborator who works well in a fast-paced environment.
- Demonstrated ability to provide a high level of customer service.
- Pays close attention to detail and proofreads well.
- Possesses a high level of organizational and time management skills.
- Ability to be flexible in prioritizing assignments.
- Possesses a creative eye in laying out and designing various communications and projects.



HOW TO APPLY

New Canaan Country School has partnered with Dovetailed on this search. Interested candidates should email a cover letter (addressed to Assistant Director, Marketing & Communications Kent Findlay), a resume, and a list of at least three professional references consolidated as a single PDF document to Alison Moore, Senior Recruiter at alison@dovetailedsourcing.com.

