



JOB DESCRIPTION: Director of Communications

Accountability

The Director of Communications will report to the Headmaster.

Nature of the Position

The individual in this position will work to promote Thornton Academy in the local and international media, write and produce stories to be published regularly, advertise school events and opportunities, and increase overall brand awareness in the marketplace. This position will be a primary contributor to meeting the goal of maintaining sustainable enrollment at the school and elevating the Thornton Academy brand.

Job Requirements:

- Stellar communication skills (verbal and written)
- Collaborative “team player” attitude, with equal ability to serve as team leader or team member
- Excellent customer service skills
- Ability to maintain a flexible work schedule, including availability to work longer hours during the week and on weekends as needed
- Comfortable using technology and learning new skills and tools

Performance Responsibilities

- Primary writer for school publications
- Maintains written content on TA’s website
- Helps promote annual events
- Assists with photo and video coverage of school-wide events
- Maintains and stays on top of media alerts (news, local, and national)
- Maintains style guide and media kit
- Maintains annual content calendar

The successful candidate will demonstrate:

- Ability to identify and capitalize on marketing and promotional opportunities
- Proven success in public relations, journalism, media, or other relevant arena
- Willingness to accept criticism and critique
- Familiarity and experience with design programs in the Adobe Creative Suite, including InDesign and Photoshop
- Ability to function as a cooperative member of a team
- Experience with digital marketing
- Superior organizational skills and attention to detail
- Effective use of brainstorming, problem solving and goal setting strategies

- Ability to easily process data and produce reports showing trends in advertising and social media campaigns
- Ability to take initiative and work independently
- Ability to exercise tact, courtesy and good discretionary judgment

Qualifications

- Excellent verbal, written and interpersonal communication skills
- Prior experience in public relations and/or marketing/communications
- Bachelor's degree

For initial consideration, please submit the following electronically by February 15:

- Letter of interest
- Current resume
- List of three professional references with contact information (references will not be contacted without candidate's prior knowledge)
 - Copies of reference letters may be submitted also or instead

Please put "Candidate: Director of Communications" in the Subject line and send to:

susan.tarver@thorntonacademy.org

If electronic submission is not possible, materials may be sent to:

Susan Tarver Thornton Academy 438 Main Street Saco, ME 04072

The Thornton Academy Board of Trustees has adopted a **non-discrimination policy**. Thornton Academy considers all applicants without regard to race, age, color, ancestry or national origin, religion, gender, gender identification, sexual orientation, physical or mental disability, marital, veteran, or any other legally protected status.

About our school: Founded in 1811, Thornton Academy is an independent coeducational day and boarding school serving students in grades 6 through 12. Thornton's challenging core curriculum is complemented by substantial offerings in the arts, technology, multiple languages, athletics and diverse extracurricular student activities. Located on an expansive 80-acre campus on the coast of southern Maine, Thornton Academy students enjoy a distinctive academic experience. Learn more at www.thorntonacademy.org.