



Mission Statement: Palisades Episcopal School is a school honoring Christ and committed to providing a classical education challenging the mind, body and spirit.

Position Title: Marketing & Communications Manager

Job Description

Supervisor: Director of Advancement

Status: Full-time exempt

Summary: The Marketing & Communications Manager coordinates marketing and communications for Palisades Episcopal School, ensuring accuracy and consistency in brand, quality, messaging and execution. This person also designs and creates collateral materials and provides special event support. Under the direction of the Director of Advancement, the Marketing & Communications Manager will:

Essential Functions:

- Develop and implement an annual strategic marketing/communications plan designed to increase School awareness and enrollment.
- Ensure accuracy and consistency in quality and messaging for all areas and constituencies of the School.
- Develop and/or oversee all internal and external school communications including, but not limited to, weekly school newsletter, Alumni and Grandpersons' newsletters, and marketing and fundraising materials.
- Schedule, produce and oversee school-wide print and online communications, and promotional materials including all newsletters, admissions materials, annual reports, special event invitations and notifications.
- Oversee schedule, production and strategy for annual advertising plan, media buys and design.
- Write and distribute media releases, articles and blogs, and cultivate relationships with key media representatives.
- Develop photographic and video content related to school activities for distribution via multiple outlets (website, email, social media, external media).
- Oversee and manage School's social media efforts, sharing creative, thorough and relevant content in a timely manner. Use analytics to create strong strategy around social media presence.
- Maintain School website.
- Maintain the School's archives including photos, videos, media coverage, print files, etc.
- Manage Annual Auction.
- Administer stewardship plan for the PES Partner Program.
- Promote and support annual events such as Grandpersons' Day, Community Education Events, Donor and new student receptions, School Musical, Art Show, Little Explorers Series, etc.

Skills/Qualifications:

- Bachelor's degree required.
- Proficient with Microsoft Word, PowerPoint, Adobe Creative Suite, Canva, publishing, design, photo and web-based software.

- Experience with Google Apps (i.e. Google Docs, Google Drive), Google Analytics, Google Adwords, Facebook Ads, iContact, iMovie a plus.
- Strong writing and editing skills required.
- Photography skills and experience/skills with Videography a plus.
- Ability to be a self-starter and initiator, and ability to work effectively, both independently and as a team player.
- Outstanding ability to organize and prioritize work and manage time efficiently.
- Must be available to work evening and weekend events as required.

Contact: To apply, please email a resume and cover letter to Monique Gilbert at mgilbert@pescharlotte.org.