

COMMUNICATIONS MANAGER

Reports to Director of Communications

Overview

The Communication Manager is a key member of the three-person Communications team (and ten-person Advancement team) collaborating to effectively serve the varying communications needs of a vibrant K-12 independent school.

The Communications Manager serves as one of the main storytellers on campus, conceiving and crafting stories that highlight the work of our Strategic Plan for various outlets, both digital and print. The Manager also functions as the lead for internal, cross-divisional editorial meetings and coordinates two of the School's primary digital pieces—a weekly parent email digest and a bi-weekly e-newsletter for the internal professional community. This position also maintains the master editorial calendar and develops and implements social media strategy.

This Communications Manager oversees the Head-Royce website in partnership with the Communication Specialist, and stays abreast of emerging trends and best practices to evolve and enhance the site. The Manager will also serve as a contributing editor to *Head-Royce Magazine* and our quarterly digital publication, *Jayhawk Journal*.

Key Responsibilities:

- Identify and pursue story and photo opportunities; work collaboratively to conceive content that authentically tells the story of the School, its mission, and values
- Produce weekly parent e-newsletter, as well as technical oversight of bi-monthly and monthly bulletins on Head-Royce portal
- Oversee headroyce.org and make recommendations for website enhancements including UI improvements, new content, and design elements
- Help to manage the workflow of part-time Communications Specialist
- Develop and maintain strategic social media presence for Head-Royce via established channels
- Manage all digital media assets, including photography collection
- Coordinate with outside vendors to facilitate the timely completion of production deadlines and deliverables
- Participate in school-wide events, meetings and committees as appropriate
- Train and support content owners outside of communications to create and post content consistent with guidelines
- Ongoing support for written materials and message development, as needed by Communications Director
- Partner with our Technology team to ensure appropriate communication tools are being used, including understanding best practices in digital communications
- Other duties as assigned

Attributes of the successful candidate:

- A strategic and creative thinker who enjoys digging in to concepts and telling a good story. You can write engaging content for a variety of constituencies and are also a seasoned editor
- Have top-notch organizational skills and ability to thrive in a fast-paced and deadline-oriented setting with high attention to detail

- Warm, good-natured, with an appreciation for collaborative, collegial teamwork and resonance with the School's mission of scholarship, diversity, and citizenship
- A self-starter who can demonstrate initiative and motivation to do your best work
- Can be flexible and pivot as needed to respond to competing priorities; have an openness to and interest in growing your skill-set
- Have an interest in/eye for graphic design, photography, or videography
- Previous independent school or nonprofit experience a plus

Head-Royce School Overview

Located on a 14-acre campus in the hills of Oakland, California, Head-Royce is a preeminent, co-educational, independent, K-12 day school with a 131-year history. Our mission is to inspire in our students a lifelong love of learning and pursuit of academic excellence, to promote understanding of and respect for diversity that makes our society strong, and to encourage active and responsible global citizenship.

Head-Royce enrolls 890 students in three separate divisions — lower, middle and upper schools — and provides a dynamic, holistic education to every student. Students enjoy rich cultural experiences because of both the breadth and diversity of the student population. There are 155 Professional Community members (faculty and staff) who are creative, dedicated leaders in their respective fields.

Other Considerations

Compensation:	Full Salary and benefits, competitive with comparable schools
Location:	Oakland, California
Travel:	Occasional
Office requirements:	Full-time, on campus
Education:	Bachelor's degree required
Start Date:	Fall 2018
Website:	www.headroyce.org

To Apply

Applicants should send a resume and cover letter outlining how they meet the specific requirements via email to AdminJobs@headroyce.org with the subject line Communications Manager.

Head-Royce School is an equal opportunity employer and makes employment decisions on the basis of merit. School policy prohibits unlawful discrimination based on age, color, creed, disability, gender, marital status, national origin or ancestry, race, religion, registered domestic partner status, sexual orientation, physical or mental disability, a medical condition including genetic characteristics, or any other consideration made unlawful by federal, state, or local laws.