



*"Cultivating global citizens who pursue meaningful lives and advance an equitable and sustainable world."*

## Associate Director of Marketing & Communications

### **Tessellations School**

**Reports To:** Director of Marketing & Communications

**Position Type:** Full-Time, Exempt

### **Position Overview**

The Associate Director of Marketing & Communications provides strategic and operational leadership in implementing Tessellations' marketing and communications strategy across digital, print, and event platforms.

As part of the Advancement team and working closely with the Director of Marketing & Communications, this role manages the day-to-day execution of communications initiatives, leads assigned campaigns, and translates institutional priorities into compelling and consistent content.

This is a hands-on leadership position. The Associate Director is expected to combine strategic thinking with writing, editing, designing, producing, publishing, project management, and performance analysis.

We are seeking an experienced and enthusiastic professional who thrives in a fast-paced, evolving environment. The successful candidate will integrate quickly, assume significant responsibility, work independently, exercise sound judgment, adjust priorities when necessary, and make immediate contributions to the team.

This position offers significant professional-growth potential.

## **Core Responsibilities**

### **Marketing, Communications & Brand Strategy**

- Partner with the Director to implement annual and campaign-specific marketing and communications plans
- Translate institutional priorities into coordinated messaging, content, and communications initiatives
- Recommend appropriate audiences, messages, channels, and timelines for assigned projects
- Proactively identify relevant channels related to giftedness
- Help maintain and strengthen the school's brand, voice, visual identity, and value proposition to increase market share and capture new markets evidenced by valid metrics
- Identify communications opportunities and issues requiring proactive attention
- Represent Marketing & Communications in meetings and lead projects on behalf of the Director when assigned

### **Content Production & Editorial Execution**

- Lead the planning, production, and publication of weekly newsletters and other recurring school communications
- Develop and manage editorial and social media calendars aligned with institutional priorities
- Write, edit, format, schedule, and distribute content across email, web, social media, print, and other channels
- Develop stories highlighting student learning, faculty expertise, school programs, community experiences, and institutional impact
- Partner with the Division Directors, faculty, parents, and students to gather information and maintain a consistent flow of timely content and publish in real time.
- Update and manage routine website updates and coordinate larger or more strategic changes with the Director
- Review communications for accuracy, clarity, audience appropriateness, and alignment with brand and editorial standards
- Handle routine communications independently and elevate sensitive or institutionally significant matters to the Director

### **Digital Content & Asset Management**

- Create, edit, and publish digital content, including photography, short-form video, graphics, and social media posts
- Manage the school's social media platforms and execute an active, engaging content calendar
- Personally create or coordinate photography and video coverage at key school events
- Organize and maintain the school's digital asset library and support the effective use of Digital Asset Management systems

- Create and maintain branded templates for presentations, flyers, signage, marketing materials, and social media
- Monitor digital performance and use results to improve content, timing, channels, and audience engagement
- Adapt and repurpose content effectively across platforms and audiences

### **Campaign, Admissions & Development Communications**

- Lead communications for assigned admissions, fundraising, retention, and community-engagement campaigns
- Develop campaign plans that identify goals, audiences, key messages, deliverables, channels, timelines, and success measures
- Partner with Admissions on enrollment, retention, open-house, and community-outreach initiatives
- Partner with Development on Tessie Annual Fund, stewardship, donor-engagement, endowment, and other fundraising communications
- Produce campaign messaging, appeals, donor stories, landing pages, segmented emails, testimonials, and ambassador materials
- Coordinate implementation across email, web, social media, print, events, and community ambassador channels
- Review campaign performance and recommend improvements for future initiatives

### **Event Marketing & Communications**

- Lead communications planning and production for admissions, advancement, and community events
- Produce invitations, registration messages, reminders, presentations, signage, and follow-up communications
- Coordinate communications timelines, audiences, and approval requirements with event leads
- Create post-event recaps and document significant events through photography, video, and written storytelling
- Organize and archive event communications and related digital assets for future use

### **Project, Workflow & Vendor Management**

- Manage the Marketing & Communications intake and project-prioritization process in partnership with the Director
- Manage multiple projects from initial request through production, approval, publication, and evaluation
- Maintain project-tracking systems, production calendars, timelines, documented procedures, and metrics
- Establish clear scopes, milestones, responsibilities, and approval processes for assigned projects
- Anticipate scheduling conflicts or delays and recommend practical solutions

- Coordinate with designers, photographers, videographers, printers, and other external vendors, as assigned
- Provide day-to-day editorial direction and project guidance to contractors, interns, volunteers, and other communications contributors
- Provide flexible communications support to the broader Advancement team as institutional priorities evolve

## **Collaboration & Reporting**

The Associate Director of Marketing & Communications works closely with:

- Director of Marketing & Communications
- Chief of Advancement
- Director of Admissions
- Director of Development
- Division Heads and School Leadership
- Faculty and staff
- IT and Operations
- Parent volunteers, student contributors, and external vendors

The Associate Director operates with significant independence in managing assigned projects and routine communications decisions while remaining closely aligned with the Director of Marketing & Communications. Matters involving institutional risk, crisis response, sensitive community issues, or major changes to brand strategy must be elevated to the Director and appropriate school leadership.

This role is accountable for both leadership and direct content production. It is not solely an advisory, supervisory, or strategy-focused position.

## **Qualifications**

- Ability to manage competing demands and adjust priorities in a collaborative, fast-paced environment
- Bachelor's degree in Communications, Marketing, Media, Journalism, Public Relations, or a related field
- Minimum of 5–8 years of progressively responsible experience in marketing, communications, digital content production, or a related field
- Demonstrated experience independently managing communications projects or integrated campaigns
- Exceptional writing, editing, proofreading, and storytelling skills in written and visual form

- Portfolio demonstrating hands-on content production across multiple formats and channels
- Experience with email marketing platforms such as ActiveCampaign or similar systems
- Experience with website content-management systems and digital publishing
- Proficiency in Canva and/or Adobe Creative Suite
- Experience managing social media platforms professionally
- Experience using analytics to evaluate and improve communications
- Strong organizational and project-management skills
- Sound judgment when handling sensitive, confidential, or time-sensitive information
- Ability to attend and provide communications coverage for occasional evening and weekend events

Experience in an independent school or mission-driven organization is preferred. Experience supporting admissions, enrollment, fundraising, or advancement communications is strongly preferred.

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### **Key Attributes**

- Strategic thinker who is equally comfortable producing content
- Detail-oriented and systems-minded
- Strong follow-through and accountability and attention to detail
- Collaborative, responsive, and adaptable
- Brand-aware and visually consistent
- Confident writer, editor, storyteller, and project leader
- Able to work independently and exercise sound judgment
- Able to anticipate needs, identify challenges, and recommend solutions
- Comfortable managing multiple stakeholders and approval processes
- Aligned with Tessellations' mission, vision, and values

### **Compensation and Benefits**

**Pay range:** \$110,00 to \$125,000 per year.

Benefits include medical, dental, vision, life insurance, short-term disability, 401(k), flexible spending account, paid time off, holidays, and school breaks.

## To Apply

Please submit a cover letter and resume to [careers@tessellations.school](mailto:careers@tessellations.school). For more information about our school, visit [www.tessellations.school](http://www.tessellations.school).

*Tessellations is an Equal Opportunity Employer — we do not discriminate against any employee or job applicant on the bases of race, color, gender, national origin, age, religion, creed, disability, sex, or reproductive health decision making.*