

Summary: The Director of Communications is responsible for developing and implementing a comprehensive and strategic communications plan to support fundraising, promote enrollment and build an engaged school community. This position will be responsible for managing and overseeing official school communications to parents, alumni, faculty and staff, board of trustees and key stakeholders. The director will initiate and implement events geared towards fundraising, school-aged families and alumni to build a positive school community. The director will promote the mission of Giff Hill School in the community and represent GHS to current and prospective families and constituents.

Specific Responsibilities will include:

- Develop and execute strategic plans for communications and advancement efforts including new collateral, weekly newsletters, website management and social media.
- Devise a master communications calendar to ensure school communications are timely and well-paced.
- Help to re-establish a GHS Parent Association to increase parent involvement and improve the lines of communications between parents and school administration.
- Oversee the creation of weekly school newsletter.
- Help to organize and manage GHS digital photo library.
- Collaborate with social media manager by providing timely and current photos and relevant content.
- Plan and execute the annual auction fundraiser.
- Plan and execute community-building events for families and alumni.
- Partner with advancement consultant and communications staff to create an annual report.
- Work with advancement consultant to develop donor reports and communications including scholarship reports and viewbooks.
- Meet with donors and prospective donors to help improve cultivation and stewardship efforts.
- Manage design projects to provide direction, execution, and supervision of collateral materials, branding, and quality control.
- Collaborate with the Admissions Office on marketing, recruitment, and cultivation opportunities.
- Develop and manage an Alumni Relations Program to expand engagement of alumni in annual giving.