

Position: Director of Communications

Reports to: The Director of Institutional Advancement

Terms of Employment: Twelve month full-time position

The Director of Communications manages the strategic, insightful sharing of the McDonogh School story, with the goals of engaging constituents and advancing institutional objectives in program, admissions, and fundraising. In doing so, the director understands and employs best practices in public relations and marketing, including research and evaluation.

A member of the administrative team, the director serves as McDonogh's chief media relations officer, spokesperson, crisis management advisor, and communications counselor and reports to the Director of Institutional Advancement. The director is the head content curator of mcdonogh.org and editor of McDonogh Magazine, currently produced as a printed piece and website flip book. The director is the school's primary writer, serving the headmaster, the admissions staff, and the development staff as needed.

To ensure consistent, strategic, and accurate messaging, the director builds productive, congenial relationships with those in all constituencies. Healthy collaborations with the communications department and faculty and staff are vital. A key relationship is that between communications and the director of technology.

Recognizing that today's successful communications efforts have become two-way conversations, the director determines the effective use of evolving digital media tools and oversees use of these tools by the communications staff and other members of the school community. The director identifies those in the school community with talents in areas such as video, photography, and blogging, and co-opts their services for communications when possible.

The director supervises the communications staff of two associate directors, whose responsibilities include but are not limited to strategic communications planning, graphic design for print and web, identity management, print buying and trafficking, photography, website content management, digital publications, media relations, writing, and editing. The school archivist who catalogs, maintains, and acquires materials and artifacts for the school's extensive collection, also reports to the director.

The director is expected to represent the school in the community, to participate in Association of Independent Maryland Schools and local independent school communications directors' groups, and to maintain connections with other NAIS (National Association of Independent Schools) communicators. The director should assume leadership roles with these groups when possible.

Qualifications:

- B.A. or B.S. Degree minimum
- Strong organizational and managerial skills
- Excellent writing, editing, and presentation skills
- Expertise in media relations and crisis communication
- Experience with online communications and social media
- Strategic planning experience

Applications and resumés should be sent to:

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