



## **Communications Manager Job Description**

The Main Street Academy is searching for a talented and professional, full-time Communications Manager to join our dynamic team. Your duties will be diverse and multi-faceted, therefore excellent professional skills and flexibility are vital for this role.

The successful candidate will help create promotional materials, contribute to the development of the school website, messaging content for prospective families, and interact with stakeholders via communications to effectively deliver our school's key messages effectively and consistently. You must possess superb written and verbal communication skills, and have in-depth knowledge of communications best practices.

**Supervisor:** Communications Consultant (works closely with School Principal)

### **Communications Responsibilities:**

- Lead news and content development for both print and web including the school website, brochures, presentations and newsletters-- highlighting academic successes, student stories, innovative teaching practices, etc..
- Collaborate in creating the weekly online parents' newsletter, regular school-wide communications and any external/internal special announcements.
- Implement school communications strategy, and ensure school-wide staff understand and abide by communications policies.
- Make sure that all promotional and marketing materials meet the school's brand identity.
- Monitor and amplify the school's social media and online presence.
- Monitor, assess and report on analytics and the effectiveness of communication strategies.
- Ensure timely and accurate dissemination of calendar information via the School's web-based calendar.
- Organize and direct promotional/recruitment/enrollment events.
- Recommend techniques to improve the school's public image.
- Identify and resolve any issues with promotional and communications content in a timely and professional manner.
- Serve as point of contact for media inquiries and field questions to appropriate internal channels.

- Establish, maintain, and update files, email databases, assets, templates and other documents as needed.

**Special Knowledge, Skills, and Abilities:**

- Ability to use Microsoft Word and Google Docs in the creation, editing, and review of documents including formatting text and tables, embedding graphics, and using tracking modes.
- Ability to use Microsoft Excel and Google Sheets in the creation and use of spreadsheets including sorting and filtering data, using basic formulas, and creating graphs.
- Ability to use Microsoft Outlook for sending and receiving email, maintaining a work calendar, and scheduling appointments.
- Ability to use Microsoft PowerPoint and Google Slides for creating, editing, and viewing presentations including using slide templates, inserting graphics, and printing handouts.
- Ability to use project management software including Basecamp.  
Ability to use or expressed interest to learn Adobe product Suite (Photoshop, Illustrator, InDesign, Acrobat) to create and edit documents as needed, resize photos, modify templates, and other aspects of design/layout.
- Ability to use website CMS to make updates, upload photos, post articles and create redirects.
- Ability to use or expressed interest to learn Buffer, Hootsuite, Google Analytics and other social media management and analytics software to evaluate and report out in communications strategies.

**Requirements:**

Bachelor's Degree in Marketing, Communications, English, Public Relations, or related-field. Two years of related communications experience within educational or not-for-profit settings required. Internship and/or university experience accepted.

Personable and approachable.

High attention to detail.

Exceptional organizational, management, written, and oral communication skills.

Ability to handle multiple projects concurrently.

Demonstrates initiative and independence in completing tasks.

Possess a solid understanding of effective marketing/communications techniques.

Must have excellent writing and editing skills.

Be able to communicate clearly and effectively.

Strong time-management and organizational skills.

A collaborative spirit, entrepreneurial, and strong team ethic.

Position will involve occasional local travel, including event support when needed. Hours may be flexible with advanced notice.

**Salary Range:** \$50,000+ with a full range of great benefits.