



Communications Associate

Type: Full-Time Faculty (12-month; reports to the Director of Institutional Advancement)

Posted: May 10, 2022

Application Deadline: June 1 (preferred; position open until filled)

Start Date: June 2022

Evansville Day School (EDS), in partnership with parents, offers a student-centered, college preparatory program supported by a challenging and comprehensive curriculum that encourages each student from Junior Pre-Kindergarten through Grade 12 to strive for excellence in mind, body, and human spirit. EDS was founded in 1946 and remains the only independent school in the Southwest Indiana (tri-state) region. The school enrolls approximately 270 students and boasts a 40 acre wooded campus, an impressively diverse student body, and 100% four-year college placement.

As with all positions at Day School, staff hold much more than a job. They enjoy the opportunity to be part of an intellectual, interesting, and supportive learning community with myriad ways to engage students, families, and colleagues, as everyone participates in the life of the school. All Day School staff are asked to focus actions and decisions on what is best for the school and the students.

Job Description:

The Communications Associate reports directly to the Director of Institutional Advancement and works as part of a three-person Institutional Advancement Team that also includes the school's Development Associate. The primary responsibility for this position is maintaining the flow of day-to-day marketing and communication for the school. The Communications Associate also assists with events and special projects as needed.

Responsibilities:

- Maintain communications calendar
- Prepare and manage weekly newsletter content to be emailed to families
- Format and schedule mass communications to various constituent groups
- Update and maintain website content
- Maintain and monitor various social media accounts
- Create and share daily posts on social media platforms

- Partner with students, staff, and other constituents for social media, email communication, and website content
- Document stories through photo/video/written word for use in both internal and external school marketing
- Write/send press releases
- Partner with Director of Institutional Advancement to create graphic design content and copy for digital ads, marketing campaigns, and other marketing materials such as: annual magazine, admission handouts, development communications, social media posts, and other projects from various departments of the school
- Provide support as needed for the annual gala and other school or Institutional Advancement events, some of which occur outside of regular working hours
- Other duties as assigned by Director of Institutional Advancement and/or Head of School

Qualifications:

- Bachelor's degree or higher (four-year degree required)
- Strong writing/editing skills
- Photography and/or videography skills a plus
- Knowledge of social media platforms for business use, particularly Facebook and Instagram
- Familiarity with Canva, Adobe Creative Suite, and Google Drive preferred
- Excellent work ethic, organizational, and interpersonal skills
- Willingness to take initiative and eagerness to help when needs are identified
- Pleasant and approachable demeanor
- Ability to maintain confidentiality
- Resolutely professional
- Outstanding attention to detail
- Ability to work independently and as part of a team
- Ability to remain flexible when things change
- Ability to meet deadlines, balance competing priorities, and maintain a sense of humor
- Passion for children and for Evansville Day School's mission

Background:

- All employees and volunteers must agree to a comprehensive background check

Application:

- To apply, send a cover letter, resume, and three references to Carla Englebright, Executive Assistant, at cenglebright@evansvilledayschool.org. Please include "Communications Associate" in the subject line. If you are called for an interview, please be prepared to share a portfolio/examples of your work.