

## **Communications Coordinator**

### **General Description:**

With a primary focus on the areas of outreach/admissions and school wide communications, the Communications Coordinator helps ensure the Waldorf School of Baltimore has a prominent and competitive position in the Greater Baltimore and national independent school market as a Waldorf school of excellence.

### **Authority:**

The Communications Coordinator has the authority to:

- Carry out the responsibilities of the position as described in this job description.
- Use all marketing media at their disposal to help meet the School's communication and outreach objectives as described in the Strategic Plan.
- Inform the Executive Director of problems and issues which may interfere with the ability to carry out the responsibilities described.
- Consult with and collaborate fully with WSB faculty, staff, and appropriate members of the school community, e.g. PA, Board of Trustees.

### **Responsibilities:**

The Communications Coordinator works to develop and implement internal and external communications strategies.

In collaboration with the Executive Director, Outreach Director and Admissions Office, the Communications Coordinator will work to ensure the school achieves brand consistency, coordination of messages, and the highest standards of school wide communications. This position is responsible for coordinating organization-wide design, message, and content generation.

The Communications Coordinator is responsible for:

#### **Print Materials**

- Managing the creation, production, and dissemination of printed publications for education, development, and administration purposes (such as brochures, and event flyers, programs and postcards, print adverts).
- Managing the generation and selection of photographic images for print and electronic communications.
- Producing and coordinating production schedules and maintaining ongoing relationships with graphic designers, printers, photographers, and advertising reps.

#### **Electronic Media**

- Works with key staff to manage and coordinate website development and maintenance.
- Maintains consistency of content and graphics through a style guide to keep the web site up-to-date, fully-functioning, and using the content management system. Frequently update web site content, images news items, alerts and calendar of events.
- Works with Outreach Director to manage and actively monitor social media; create and post content and image updates on Facebook, Twitter using social media management software

### **Weekly and regular communications**

In consultation with key staff, create, produce, and disseminate

- Weekly *Newsbytes* electronic newsletter to the school community.
- External and internal E-Blasts
- Periodic *Waldorf Connection* to alumni and the broader community

### **Other areas of responsibility**

- Maintain archive of photos and communications materials produced.
- Be the first point of contact for media relations and protocol.
- In consultation with the Executive Director, Outreach Director, and Admissions Manager, maintain and implement established school wide style guidelines for consistent messaging and branding.

### **Accountability (supported by and reports to):**

This position reports to and receives support from the Executive Director.

### **Belongs to:**

The Communications Coordinator position belongs to the WSB Office and the Central Team. S/he will attend various other meetings as needed as well as attend identified school-wide meeting and functions.

### **Personal qualities, knowledge, and skills needed:**

**Required:** Communication strategy development, including web, print, electronic media

**Required:** Experience managing a portfolio of social media channels

**Required:** Highly skilled use of web content management systems

**Required:** Excellent writing and editorial skills

**Required:** Occasional weekend and out of hours work

**Required:** Highly organized, detail oriented with the ability to meet deadlines and lead multiple projects simultaneously

**Required:** Strong interpersonal skills in dealing with Waldorf constituents

**Required:** Willingness to undertake training as directed

**Highly Desirable:** Knowledge of Waldorf education.

**Highly Desirable:** Experience of working within the independent school market

Candidates to supply all that apply:

LinkedIn address \_\_\_\_\_

Twitter handle \_\_\_\_\_

Blog address \_\_\_\_\_

Other web portfolio addresses \_\_\_\_\_

### **Nondiscrimination statement**

The Waldorf School of Baltimore does not discriminate on the basis of sex, race, color, religion, sexual orientation, or national or ethnic origin in the administration of its educational program, admission policies, financial aid policies, employment practices and other school-administered programs.