Southern Teachers is assisting Stratford Academy with its search for a Director of Communications, Marketing, and Digital Content who shares an excitement for educational excellence and a passion for building impactful communications through storytelling. This team member will play a key role in strengthening Stratford Academy’s brand presence by combining the power of stories with strategies to support the school’s visibility, engagement, admissions, and fundraising goals.

The Director of Communications, Marketing, and Digital Content will serve as a member of the Office of Institutional Advancement and report to the Head of Advancement. He or she also will work closely with Stratford leadership to create consistent messaging across stakeholder groups. As a lead communications strategist, this person will craft powerful narratives about Stratford impact that amplify the strengths and voices of its students and alumni. Responsibilities include co-creating with Advancement and executing an overarching vision for marketing, communications, and branding activities; coordinating various digital and print materials from development to distribution in support of community engagement and fundraising; managing Stratford’s social media and email marketing activities with a focus on inspiring connection and action; producing frequent content, segmenting audiences, tracking and measuring outcomes, and reporting on results; drafting and editing compelling messages for diverse audiences and purposes; capturing compelling student and stakeholder stories; and ensuring that Stratford’s website remains engaging and up to date. Gifted in creative design, this person will incorporate photos, videos, and graphics that bring Stratford’s mission to life and inspire action and contribute to a culture that values community, collaboration, and lifelong learning.

The successful candidate will have a passion for education and a love of young people; possess superb writing, editing, and proofreading skills; be knowledgeable of branding, communications, and marketing principles; have a flair for storytelling; and be proficient in multiple communications channels including email and social media. He or she will be able to manage multiple projects simultaneously with attention to detail and high standards for work quality, be self-motivated and proactively committed to ongoing learning and improvement, and thrive as a highly collaborative team player. Stratford seeks candidates who have a strong eye for design and experience producing graphic collateral and/or print design projects; excellent photography and videography skills; experience with web content management, Google Analytics, Google Ads, and social media analytics; and an understanding of or willingness to learn digital marketing tools.

With 845 students and over 140 faculty and staff, Stratford Academy is an independent, non-sectarian, college-preparatory school for students in pre-kindergarten through grade twelve that challenges its students to achieve their full potential by providing a superior education for students with diverse backgrounds and talents and developing responsible, ethical, life-long learners.

To apply, please complete the online Application to become a Southern Teachers Candidate and submit a cover letter explaining your interest in and qualifications for this position, which begins in July 2022.