Southern Teachers is assisting National Cathedral School (NCS) as it seeks a Head of Strategic Marketing and Communications to steward meaningful, mission-aligned interactions with key constituencies both internally and externally, with a particular focus on current and prospective families, alumni, and donors. Reporting to the Head of School and serving on the senior administrative team, the Head of Strategic Marketing and Communications will execute agreed-upon strategies and plans to achieve goals in enrollment, communication, and development.

The Head will provide strategic direction to the Communications Office and work in concert with the Admission and Development Offices. Given the importance of unified and transparent messaging, he or she will also collaborate with academic leaders and the Head of DEI and Ethical Leadership. The Head will uphold standards to maintain NCS’s strong reputation and brand guidelines; take the lead in articulating key messages for the school community and for strategic initiatives; and track trend data for reports to the senior administrative team and the Board of Trustees. He or she will build strong relationships with counterparts at St. Albans and Beauvoir and with prospective, current, and past parents, and alumni. The Head will make clear to NCS faculty and staff that enrollment, communications, and development significantly impact the school’s future success. He or she will also assess digital channels—website, social media, video usage, email communication, internal portals, and newsletters—and evaluate technology to optimize outcomes.

Candidates should hold degrees and have experience in an education community or other industries that can be seamlessly transferred to a school setting. This person must be collaborative, strategic, execution-oriented, creative, metrics-driven, and professional. Strong written and oral skills are required as is a commitment to confidentiality and the ability to listen and understand audience needs. NCS is committed to leadership in multicultural education and a culturally diverse faculty and staff. The school therefore seeks candidates who will contribute to an atmosphere in which all are valued and supported.

Located adjacent to the National Cathedral in Washington, DC, National Cathedral School serves nearly 600 girls in grades four through twelve. As an Episcopal school, NCS welcomes people of all backgrounds and faiths. Faculty and staff are intellectually curious, flexible, collaborative, and view teaching as an engaging vocation. NCS students are engaged, fun, kind, confident, and love to be challenged.

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.