Southern Teachers is assisting Oldfields School as it seeks a Director of Marketing and Communications to promote the mission, strategic goals, and institutional brand by integrating the school’s advancement efforts internally throughout the organization and externally with target audiences. Reporting to the Head of School, the Director collaborates with the Head of School, Dean of Admissions, and Director of Development to shape and craft the school’s messages and serves as the liaison to administrators, faculty, and staff in the messaging content, design, and distribution of all communications.

The Director supports the Advancement Team’s efforts to create and implement a strategic marketing plan including researching the target audiences, shaping an engaging message, delivering the message, and assessing the results of the communication. He or she creates content, writes copy, and oversees design and distribution of print and digital communications, website pages, official school communications (e.g., guidebook, curriculum guide), materials for special events, and collateral pieces for Admissions. The Director has broad oversight that includes all of the webmaster’s responsibilities; editing, proofreading, and sending communications from all departments; emergency/crisis communications; social media channels; and school photography and video. He or she oversees the communications timeline and budget, manages relationships with the press and writes press releases, and advances the image and presence of Oldfields in the local Baltimore community by seeking out and attending events and maximizing visibility. The Director will actively engage and support Oldfield’s commitment to a diverse, equitable, and inclusive community as defined by the school’s Diversity Statement, strategic plans, and initiatives.

Qualified candidates will have a degree in marketing, communications, or a related field, at least five years of experience, preferably in an independent school or non-profit environment, and proven ability to work successfully with a variety of constituents. Exceptional proofreading skills, attention to detail, strong analytical and decision-making skills, and the ability to communicate effectively, both orally and in writing, are essential. Familiarity with G-Suite applications and experience with videography, photography, and editing software are desirable. The Director will be skilled in promoting a vision, communicating a strategy, and implementing goals.

Located on 140 acres in northern Baltimore County, Oldfields School is an all-girls international boarding and day school serving approximately 100 students in grades eight through twelve. For over 150 years, Oldfields has focused on “Each Girl’s Success,” combining tradition and innovation while remaining true to its fundamental motto, Courage, Humility, and Largeness of Heart. With under ten students in most classes, every girl is known. All voices are heard. Its small classes provide big opportunities for each girl to contribute and shine in her own way. The magic of Oldfields is how girls feel when they are on campus—excited and challenged—and at the same time, comfortable and at home.

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.