Communications and Events Manager
Rochambeau, The French International School
Bethesda, Maryland

Rochambeau.org

Southern Teachers is assisting Rochambeau in its search for a Communications and Events Manager (CEM) to oversee and support all communications/marketing operations and events. Working closely with the Executive Director and interacting with all constituents including students, parents, faculty, staff, and the larger community, the CEM will be committed to Rochambeau’s vision, mission, values, and strategic plan.

The CEM will direct efforts to enhance Rochambeau’s brand by developing and implementing communications, marketing, and messaging strategies. Using multiple communication channels of print publications and digital communications including email, social media, and the school’s website, he or she will determine communications campaigns to advance organization goals and ensure that internal and external messaging is engaging and consistent. The CEM oversees the design, content, and production of all marketing materials, maintains website content, and serves as chief writer and editor of the weekly Headlines newsletter. He or she manages the departmental budget, directs staff engaged in communications and event activities, identifies opportunities, challenges, and emerging issues, and makes recommendations for action. The CEM also manages all school programs and events from pre-event planning through post-event evaluation. He or she publishes and promotes events, engages consultants, works with outside vendors, and researches opportunities for new events.

Ideal candidates will have three to five years of experience in communications/marketing and event planning, preferably in an independent school setting. Attention to detail and accuracy and excellent interpersonal and written and oral communication skills are essential, as is the ability to create and maintain collaborative and professional relationships. CMS experience (e.g., Finalsite), email marketing (e.g., MailChimp, Constant Contact), and demonstrated experience with Adobe Creative Suite, InDesign, Dreamweaver, Photoshop, and iMovie are sought after skills. The CEM must be able to work independently and effectively on multiple projects under deadlines while maintaining a high level of professionalism and diplomacy. Bilingual in English and French is a preferred skill for this position.

Rochambeau is an independent and coeducational day school, offering a unique combination of the French curriculum and a high-quality English program to approximately 1100 students from preschool (2 years old) through 12th grade. Diversity is the hallmark of Rochambeau with over 80 nationalities represented in the student body, and the school is committed to cultivating a multilingual, pluricultural learning environment. Located in Bethesda, different age groups attend Rochambeau on one of their three campuses.

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.