



# **BROOKLYN FRIENDS SCHOOL**

## **BROOKLYN FRIENDS SCHOOL DIRECTOR OF COMMUNICATIONS**

### **THE POSITION**

At an exciting moment in the history of the school, Brooklyn Friends School seeks a visionary and accomplished Director of Communications to join our community July 2020. In July 2019, Brooklyn Friends School welcomed a new Head of School, and the Board of Trustees is about to finalize our school's new Strategic Plan. The role of the Director of Communications will be pivotal in ensuring that the messaging and timing of these and other meaningful initiatives in our community are aligned, while consistently providing strong leadership in all school communications.

Founded in 1867, Brooklyn Friends School's pillars of Social Justice, Service Learning/Civic engagement, and Quakerism, serve as guideposts for our collective work. Located in vibrant and thriving Downtown Brooklyn, BFS is a PreK through twelfth grade school with almost 900 students and 255 colleagues (BFS uses the all-inclusive term, colleagues, to refer to all rather than one that delineates faculty/staff).

The Director of Communications reports to the Director of Advancement, with a dotted line report to the Head of School. The Director will lead strategic communications and marketing initiatives that foster the vision, mission, and values of Brooklyn Friends School as well as promote and develop the voice and branding of the School. Responsible for messaging to key constituencies and stakeholders, the ideal candidate is a thoughtful leader, strategic thinker, experienced writer, creative problem-solver, and valuable team member.

The effective leader is devoted to boldly sharing the varied ways in which we uphold and act upon our School's mission and has vision, conviction, and a positive outlook to advance our narrative and footprint in the national and global educational landscape.

### **THE KEY RESPONSIBILITIES**

- Partner with and support the Head of School and Board of Trustees in their roles as chief spokespeople for Brooklyn Friends, serving as a thought partner and co-strategist on messaging and implementation
- Build strong partnerships with all existing Leadership Teams
- Generate an integrated communications and marketing plan that further elevate the School's recognized leadership in academics, the arts, Quakerism, athletics, service

learning, and equity and inclusion and reinforce and shape the School's leading place within the New York metropolitan area and beyond

- Lead annual schoolwide communications planning, engaging with all colleague to ensure consistent and applicable communications to all constituencies
- Maintain connection to the contemporary developments in the world of communications, willing to continue developing and growing in their craft
- Lead project management and writing for key printed materials including school newsletters, admissions materials, and other items as they arise
- Evaluate and assess current processes and procedures to streamline work and improve efficiencies
- Ensure that all school-wide communications reflect the mission and strategic initiatives of the School and are timely, accurate and compelling
- Manage public relations efforts as they arise - including press releases, emergency communications and management of media sources
- Work with appropriate Advancement Team members to develop a plan and process for updating and maintaining the School website and managing the school's social media presence
- Work with the Director of Media Services to oversee production of videos and other media for school outreach as required
- Participate in school-wide events as an active member of the community

## **THE QUALIFICATIONS**

Brooklyn Friends School is looking for a communications professional who understands the opportunities and challenges facing independent schools and possesses the skills, leadership, and vision to lead the communications, branding and marketing of the School.

- Understands and appreciates the values, qualities, and nuances of a Quaker independent school
- Demonstrates accomplishments in strategic communications planning and implementation
- Possesses leadership capacity including an ability to manage multiple projects across a myriad of constituencies, often times with competing priorities
- Exhibits ample evidence of strong writing, editing and interpersonal skills
- Has broad understanding of developing and emerging communications technologies and platforms
- Handles sensitive and confidential information with discretion
- Prior experience in an educational environment strongly desired
- Minimum of ten years of experience in marketing, public relations, communications or related fields