



MONTESSORI
School of Denver

Montessori School of Denver (MSD) is seeking an experienced, full-time **Communications Manager** to join our Administration Team for the 2019-2020 school year. As an integral member of the MSD team, the Communications Manager implements and supports communication strategies that successfully support the mission of MSD.

MSD provides an engaging, dynamic, and sound Montessori educational program for all of its students. The school is accredited by both the American Montessori Society* and the Association of Colorado Independent Schools and is thus recognized by the National Association of Independent Schools for its academic excellence. Founded in 1964, MSD is the oldest Montessori school in the Denver metro area. In 2015, MSD completed a comprehensive multi-million-dollar expansion plan to complement its existing facilities. A new Arts and Athletics Center, enhanced outdoor learning and play environments, a new Toddler Village, updated Middle School space, Urban Farm, and a state-of-the-art Science and Innovation Tower provide an exceptional experiential educational environment for all of its students. Currently, the School serves over 340 students, Toddler through Middle School.

Essential Duties and Responsibilities of the Communications Manager

- Manage an integrated online presence on social media platforms.
- Execute annual marketing and campaign plans that engage internal and external constituents in the support and promotion of the school.
- Help to identify emerging marketing opportunities, design effective targeting strategies, and report on results to the Director of Advancement.
- Oversee the production of a variety of materials meant to increase the school's visibility and competitive positioning, and enhance the public's perception of the school.
- Work across all departments, including Specials and Auxiliary Programs, to trumpet student activities and successes in publications.
- Collaborate with the Admissions Team and the Advancement office to develop strategies to recruit prospective students and engage committed alumni and families.
- Manage a comprehensive publications program (concept, design, content, editorial, and production for paper and electronic communications) that reaches and influences the school's target audiences.
- Maintain the strategic and creative direction of the school's website and keep content updated.
- Maintain working relationships between the school and the media as well as other key community organizations; create and maintain an official point of contact for public information.
- Implement a crisis management communication plan if directed to do so.
- Communicate effectively with all constituencies, including students, faculty and staff, parents, and alumni/ae.
- Participate in the Marketing and Communications Task Force.
- Maintain and track the annual marketing budget.
- Develop and maintain signage and banners across campus.

- Write and send all school emails including: the weekly MSD Bee newsletter, Head of School emails, admission event emails and reminders, Parent Association communications, and other miscellaneous emails.
- Photograph events, as well as edit, organize, and manage photos. Some videography.

Qualification Requirements

- Bachelor's degree in English, journalism, communications, or marketing strongly preferred.
- Experience in marketing and communications with independent schools or nonprofit organizations.
- Outstanding organizational and presentation skills.
- Exceptional written and oral communication skills.
- Proven ability to effectively lead, manage, and inspire a collaborative team in a fast-paced environment with multiple creative projects.
- Creative thinker with an artistic vision that can drive MSD mission focused direction.
- Experience with website content management and design (WordPress and some HTML).
- Experience in Adobe publishing and design software (InDesign, Illustrator, Lightroom, and Photoshop especially).
- Demonstrated experience with photography, videography, and social media marketing.
- Demonstrated success as a confident problem solver.
- Proven track record as an independent and goal-oriented manager with a dedication to meeting deadlines.

MSD offers a competitive salary and benefits package, including but not limited to medical, dental and vision insurance; 403(b) retirement plan with employer match; and opportunities for professional development.

MSD is committed to maintaining a diverse and inclusive school community.

Equal Opportunity Employer: MSD is committed to a policy of nondiscrimination and equal opportunity for all persons regardless of race, ethnicity, color, religion, sex, gender identity or expression, sexual orientation, national origin, age, disability, or veteran status.

Please complete an employment application located on our [website](#). Email or fax completed application and resume to the attention of Lydia Desmarais, Director of Human Resources, at hr@msd-co.org or 303-757-6145.