



# THE NEW SCHOOL

Curiosity · Character · Community

## Communications Manager

The New School seeks a Communications Manager to lead all aspects of the communications and marketing program. Responsibilities include but not limited to the following: Designing and producing all print collateral including The New School Magazine; updating the school's website and maintaining social media pages; photographing day-to-day classroom activities and school events; assembling and distributing the weekly e-newsletter The Cougar Chronicle; writing and distributing news releases; and implementing the school's overall marketing initiatives. The Communications Manager reports to the Director of Development. Interested candidates must have a Bachelor's degree in communications, marketing, public relations or a related field. Relevant experience in a non-profit environment or independent school experience are preferred but not required. Comfort with technology and its application to all aspects of communications and marketing programs is essential. The Communications Manager is a twelve-month position.

### MINIMUM EDUCATIONAL BACKGROUND

- **REQUIRED:** Bachelor's degree in communications, marketing, public relations or a related field.

### PREVIOUS RELATED EXPERIENCE

- **REQUIRED:** Extremely proficient with Adobe InDesign, Photoshop, Illustrator (Creative Suite).
- **REQUIRED:** Proficient with social media platforms.
- **REQUIRED:** Proficient with a digital SLR camera.
- **PREFERRED:** Video production and editing.
- Relevant experience in a non-profit environment or independent school preferred.
- Must be self-motivated.
- Have exceptional organization skills and the ability to handle numerous projects at the same time.
- Have excellent written and verbal communications skills.
- Have the ability to communicate effectively with school representatives, parents, students, alumni, donors and representatives from the community.

- Must be skilled in editing, page layout and graphic design, digital photography and photo editing, and various social media platforms.
- Should be able to think and plan strategically and creatively