



La Jolla Country Day School

Director of Marketing and Communications

La Jolla, CA



LA JOLLA
COUNTRY DAY SCHOOL
Inspiring Greatness for a Better World

Background

La Jolla Country Day School (LJCDS) is an independent coeducational day school for students in early childhood (age 3) through Grade 12, located in sunny San Diego, California. LJCDS prides itself on identifying students, faculty and staff of exceptional character who possess a strong work ethic and desire to make a positive difference in the lives of others.

Consistently named one of the top independent schools in San Diego, LJCDS is San Diego's only independent school to house students from age 3 to Grade 12 on one campus. This means that every day, students walk by either who they were or who they will become. The older students elevate the campus-wide levels of leadership, self-advocacy and communication, and the joyfulness of the younger Torneys helps keep the community grounded in the present.

La Jolla Country Day School's mission is to prepare individuals for a lifetime of intellectual exploration, personal growth and social responsibility. The school's core value is dignity—the belief that every human has inherent value and self-worth.



LJCDs School at a Glance

Facts and Figures

Founded: 1926

2022-23 School-wide Enrollment

(Age 3, Tiny Torreys, – Grade 12): 1157

Early Childhood: 70, Lower School: 275

Middle School: 332, Upper School: 480

Self-identified Students of Color: 44%

Full-time Employees: 241

Average Tenure of Faculty: 9 years

Location: La Jolla, CA

Endowment: \$38.4 million

Indebtedness: \$28.9 million

Operating Budget: \$40.9 million

Tuition: \$18,530 – \$41,530

Financial Assistance: \$5.3 million to 18% of students

Total Funds Raised, 2021-22: \$3.2 million

Parent Participation in Annual Giving: 70%

Accreditation: Western Association of Schools and Colleges, California Association of Independent Schools; member, National Association of Independent Schools

On the Web: <https://www.ljcds.org/>



Marketing and Communications at LJCDs

The marketing and communications department is responsible for overseeing the school's overall branding and institutional messaging to promote shared philosophies and values, nurture relationships, and strengthen constituents' understanding of, commitment to and investment in the school. The director of marketing and communications is responsible for overseeing two full-time staff members.

Position

Reporting to the assistant head of school for institutional advancement and working closely with the head of school, the director of marketing and communications is responsible for successfully developing and overseeing communications, marketing and public relations initiatives that support recruiting new families, retaining current families and supporting a culture of philanthropy.



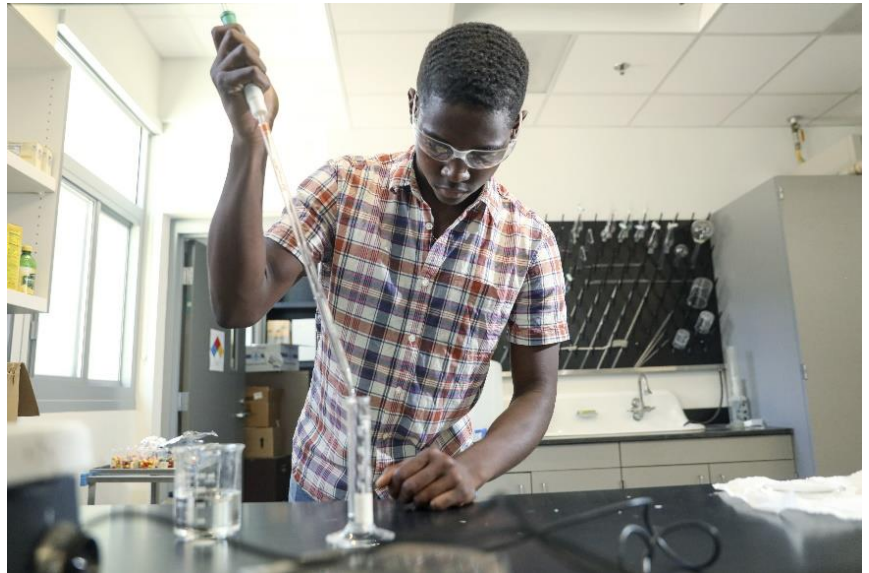
The ideal candidate is committed to leading and learning with dignity, and working in an environment where anti-racist education and culturally responsive instructional practices are modeled. They will possess or demonstrate the following: a growth mindset, emotional intelligence, self-motivation, positive energy, strong interpersonal skills, a service-

oriented and team approach to work, approachability, adaptability, vulnerability, openness to new and divergent ideas, excellent oral and written communication skills and comfort in an educational setting where children and adults are present.

Responsibilities

Strategy and Vision

- Develop and oversee a strategic vision for the school's overall brand/marketing initiatives, internal communications, website and digital presence
- Serve as a strategist and partner to all areas of the school on communications-related matters, including the school's capital campaign and centennial celebration
- Support the head of school in crisis management



Marketing and Communications

- Create and share a compelling narrative that communicates the school's mission, vision and values
- Manage institutional social media accounts and develop strategies to leverage brand awareness and user interaction
- Enhance the school's digital presence, including search engine optimization, online reviews, social media, etc.
- Oversee the website and password-protected portals, including the development of a website strategy
- Monitor website and social media analytics to make informed decisions
- Serve as the editor of the alumni magazine including oversight of editorial content development, photography, overall design and layout, facilitation and shipment
- Manage public and media relations efforts to bring greater recognition to the school
- Oversee internal communication materials, including bi-weekly newsletter, weekly school/division updates and all-school emails
- Manage the school's brand and identity to ensure the look, feel and tone of the school are consistent
- Strategize multimedia pieces as part of the school's storytelling efforts
- Develop and manage the department's budget

Management and Collaboration

- Serve as a member of the school's leadership team
- Lead, mentor and support two full-time marketing and communications staff members
- Partner with the admission department to develop and execute recruitment strategies that will increase enrollment and retention of current students
- Collaborate with the philanthropy team to effectively communicate fundraising campaigns and engage donors in initiatives that align with the school's strategic plans
- Support faculty and staff in promoting and celebrating school initiatives
- Provide editorial support to the head of school, senior administrators and other members of the community to ensure branding and key messaging are aligned internally and externally

Qualifications

- Bachelor's degree (master's preferred) and minimum of five years of progressive experience in integrated marketing and communication strategies
- Compelling and vibrant written communication, excellent copy editing and proofreading skills
- Knowledge of best practices in message development, storytelling, media relations, websites, social media and print publications
- Proven ability to effectively lead, manage and inspire a collaborative team in a fast-paced environment with multiple creative projects
- Demonstrated experience in content management systems (eg. Blackbaud), website analytic tools and inbound marketing tactics
- Knowledge and experience in graphic design; familiarity with Adobe Creative Suite
- Working knowledge of Google Workspace and Microsoft Office
- Ability to learn to use other applications and hardware (Blackbaud, Apple TV, On Record, Seesaw, Zoom, etc.)
- Project management and financial skills, with the ability to handle multiple priorities and demands
- A keen attention to detail while balancing the big picture
- Experience in independent schools preferred



Key Competencies

- **Drives Vision & Purpose** – Painting a compelling picture of the vision and strategy that motivates others to action
- **Communicates Effectively** – Developing and delivering multi-mode communications that convey a clear understanding of the unique needs of different audiences
- **Strategic Mindset** – Seeing ahead to future possibilities and translating them into breakthrough strategies
- **Drives Results** – Consistently achieving results, even under tough circumstances
- **Interpersonal Savvy** – Relating openly and comfortably with diverse groups of people
- **Organizational Savvy** – Maneuvering comfortably through complex policy, process and people related organizational dynamics



Benefits and Compensation

The director of marketing and communications position offers a salary range of \$145,000 – \$160,000. LJCDs offers a comprehensive benefits package including medical, dental, vision, and life insurance and a matching 403b retirement plan.

Application Requirements and Search Process

DRG is conducting this search on behalf of LJCDs. Interested candidates should submit, as soon as possible, materials including the following:

- A cover letter indicating why they are particularly interested in and qualified for the position
- A current resume
- A writing sample of your choice (newsletter, article, talk, etc.)
- A list of references (references will not be contacted until the finalist stage of the search)

Application Deadline: Please submit materials as soon as possible and certainly before July 1, 2023

Start date: Summer/Fall 2023

This position description is based upon material provided by La Jolla Country Day School, an equal-opportunity employer.

To apply for this position, please click [HERE](#).

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