

Marketing and Communications Strategist

Marvelwood School, located in Kent, Connecticut, seeks a full-time **Marketing and Communications Strategist** to begin immediately. Reporting jointly to the Director of Advancement and the Director of Admission, the Strategist will also work closely with the Head of School and the broader school to develop and execute a comprehensive communication and marketing program that advances the unique mission, values, and brand of Marvelwood School.

The Marketing and Communications Strategist will be responsible for marketing the school to external constituencies—enhancing enrollment and philanthropic efforts—while maintaining a high level of ongoing, meaningful communication with internal constituencies, including current families, alumni, faculty, and staff.

Essential Functions

- Oversee the development and effective implementation of the school's annual communication plan across all departments.
- Develop and execute annual marketing and campaign plans that engage internal and external constituents in the support and promotion of the school.
- Work across all departments, including academics, athletics, and the arts, to capture and create dynamic content that tells the story of daily campus life, experiential learning, and special events.
- Collaborate closely with the Admission and Advancement teams to develop strategies to recruit prospective students, engage committed alumni, and foster strong family relationships.
- Manage media relations, including writing compelling press releases and cultivating relationships with local and regional media outlets.
- Serve as the school's primary writer, editor, and storyteller across print and digital platforms.
- Oversee the production of various materials (both print and digital) meant to increase Marvelwood's visibility, enhance public perception, and strengthen its competitive positioning in the enrollment landscape.
- Shape and maintain the strategic and creative direction of the school's website and digital assets.
- Solicit content for and design the school's regular electronic communications and newsletters to parents and guardians.
- Develop, curate, and manage an integrated, vibrant online presence across all major social media platforms.
- Identify emerging marketing trends, test their effectiveness, and report on analytics and results.
- Work across departments to coordinate relationships with outside vendors for website development, professional photography/videography, graphic design, merchandise, and print advertising.

- Assist with coordination and execution of major on- and off-campus events such as Family Weekends, Commencement, and specialized school traditions.

Education, Experience, and Skills Required

- B.A. or B.S. required (preferably in Marketing, Communications, English, or a related field).
- A strong belief in independent boarding school education, and a deep alignment with the supportive, community-first mission of Marvelwood School.
- Exceptional written, verbal, and visual storytelling skills.
- Strong emotional intelligence, teamwork, flexibility, and diplomacy skills; comfort navigating a dual-reporting environment.
- A demonstrated ability to multitask, manage multiple deadlines, and work independently.
- An ability to work flexible hours as necessary, including occasional evening and weekend duties for campus events.

To Apply

Interested candidates should send a letter of interest, a résumé, a writing or digital media sample, and a list of 3–5 professional references to Director of Advancement Ashley Souk at ashley.souk@marvelwood.org.