



## Director of Communications and Marketing | Greenwich, CT

### The School

Located in Greenwich, Connecticut, Eagle Hill School offers children with language-based learning disabilities the opportunity to transform into confident and resilient students empowered with strategies to meet challenges and flourish beyond Eagle Hill. The school serves approximately 260 students across two divisions, a lower school for children ages 6-11 and an upper school for those 11-15 years old. Families enjoy both day and boarding options. To learn more about the school, please visit [www.eaglehillschool.org](http://www.eaglehillschool.org)

### The Opportunity

Approaching its 50th year, Eagle Hill enjoys new and vibrant leadership and a refreshed vision for its future. The school seeks its first Director of Communications and Marketing to join its leadership team. Reporting to Gretchen Larkin, Head of School, the successful candidate will implement an effective communications process designed to clarify messaging to internal and external audiences, prioritize customer service, streamline workflows across the organization, refine the school's brand, and deepen the community's connection to the school. The Director will play an essential role in promoting Eagle Hill's value, mission, and help to shape the long-term vision for the school.

### The Candidate

Reporting to the Head of School, the Director of Communications and Marketing will be an exceptional relationship builder and storyteller who leads with confidence and self-awareness. As a member of the senior administrative team, the Director will enjoy solving problems and will demonstrate initiative, leadership, creativity, and empathy. Cheerfully persistent and entrepreneurial, the Director will be a natural storyteller and persuader while initiating best practices and processes designed to improve the daily operations of the school. A thought partner to the Head of School, the Director will provide strategic advice for both emergent and long-term planning and help to articulate a clear vision and brand identity for Eagle Hill School. Over time the Director will have the ability to build out a small team, but in the short term, the successful candidate must be capable of working in a resource constrained environment and motivated by the opportunity and autonomy to build something new.

### Responsibilities

- Partner with the Head of School to articulate and promote the mission, vision, and identity of Eagle Hill School.
- Create, implement, and measure the success of a comprehensive marketing and communications program that will enhance the school's image and position and facilitate *internal* and *external* communications.

- Manage the strategic and creative design communications and marketing activities of the school.
- Articulate and reimagine the school's desired image and position and ensure consistent communication of image and position to all audiences. Establish a positioning statement, graphic guidelines, and records for key pieces of communications (logos, color palette, brand identity, stationery, email signatures, video, key printed materials, website, social media).
- Promote integrated school experiences by working with key constituencies, including faculty, parents, students, alumni, and the public.
- Leverage vendors to design, produce, and distribute all school publications, including the school magazine.

### **Qualifications**

- A team player who values relationship building and has the desire and ability to work collaboratively with a variety of stakeholders, including members of the leadership team, faculty, staff, students and parent volunteers.
- Strong written and verbal communication skills.
- Possesses strong creative, strategic, analytical, and organizational skills.
- Experience overseeing the design and production of print materials and publications, website management, and social media content creation and management.
- Computer literacy in word processing, database management, and page layout, including experience with Adobe Creative Suites and MS Office products and other tools.
- Ability to work independently and responsibly while managing multiple projects simultaneously.
- Minimum 5 years of experience in marketing, communications, or public relations with demonstrated success.
- Bachelor's degree in journalism, marketing, and/or public relations preferred.

Eagle Hill School invites candidates to join in this process who bring a substantive and varied combination of educational pursuits and lived experiences that demonstrate the capacity to make a meaningful contribution as a senior leader within its community.

### **Interested candidates, please contact Narwhal Talent Partners:**

- by voice or text

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All inquiries are treated as confidential.