



COMMUNICATIONS AND MARKETING MANAGER

York School, Monterey, California

Full Time, Exempt

The Communications & Marketing Manager leads York School's strategic communications, marketing, branding, storytelling, public relations, digital engagement, constituent acquisition, engagement, and conversion efforts in support of the school's mission, strategic priorities, enrollment objectives, philanthropic initiatives, and institutional reputation. This role is responsible for leveraging communications and marketing strategies to drive measurable enrollment, engagement, and philanthropic outcomes across the constituent lifecycle.

Working in partnership with the Head of School, Assistant Head of School, Director of Enrollment, Director of Philanthropy, faculty leadership, and external marketing and communications consultants, the Communications & Marketing Manager develops and executes integrated, data-informed communications and marketing strategies that advance York's ambitious enrollment, retention, philanthropy, community engagement, constituent acquisition, engagement, and brand awareness goals.

As a member of York's Advancement Team, which integrates Enrollment, Philanthropy, and Communications & Marketing functions, this position plays a critical role in ensuring consistent institutional messaging, strategic storytelling, brand stewardship, constituent engagement, and measurable marketing performance across all school audiences.

In partnership with Enrollment and Philanthropy, this role serves as a key driver of constituent acquisition, engagement, conversion, and retention by generating prospective student inquiries, strengthening enrollment funnel performance, improving conversion throughout the student recruitment lifecycle, increasing donor engagement, growing philanthropic pipelines, and advancing measurable enrollment, fundraising, engagement, and institutional outcomes.

The Communications & Marketing Manager is expected to understand, support, and help optimize the full enrollment lifecycle—from initial awareness and inquiry through event participation, application, admission, enrollment, and retention—and to leverage communications, content strategy, digital engagement, analytics, marketing automation, personalized outreach, and constituent engagement platforms to strengthen conversion, engagement, stewardship, and long-term relationship-building outcomes.

This position is responsible for helping translate marketing and communications efforts into measurable enrollment and philanthropic results through lead generation,

constituent journey management, enrollment funnel optimization, donor engagement, analytics, conversion tracking, and continuous performance improvement.

The Communications & Marketing Manager actively participates in Board of Trustees Enrollment and Marketing Committee meetings, providing subject matter expertise and strategic guidance related to communications, branding, enrollment marketing, advancement communications, philanthropy marketing, constituent engagement, digital strategy, analytics, and institutional visibility.

This position partners closely with the Head of School and Assistant Head of School to support key institutional events, strategic initiatives, and community engagement opportunities throughout the academic year.

The Communications & Marketing Manager reports directly to the Head of School and works in close partnership with the Assistant Head of School, Director of Enrollment, and Director of Philanthropy. Day-to-day priorities are coordinated through the Advancement Team to ensure balanced support of enrollment, philanthropy, communications, marketing, and constituent engagement initiatives while maintaining alignment with the school's broader strategic goals.

Success is measured not by communications produced, but by measurable enrollment, engagement, conversion, retention, and philanthropic outcomes achieved.

PRIMARY RESPONSIBILITIES (including but not limited to):

STRATEGIC COMMUNICATIONS, MARKETING & BRAND MANAGEMENT

- Develop and execute a comprehensive communications, marketing, branding, and public relations strategy aligned with York's enrollment, retention, philanthropy, constituent acquisition, engagement, conversion, and institutional advancement priorities.
- Partner closely with the Director of Enrollment and Director of Philanthropy to develop integrated enrollment marketing, advancement communications, and philanthropy marketing strategies that generate awareness, increase prospective student inquiries, improve enrollment yield and retention, strengthen donor engagement, grow philanthropic pipelines, and advance long-term constituent relationships.
- Partner with Enrollment and Philanthropy leadership to map, support, and optimize constituent journeys, ensuring communications and marketing strategies effectively move prospective students, families, donors, alumni, and other constituents through key stages of awareness, engagement, conversion, retention, and long-term relationship development.
- Serve as steward of York's brand identity, messaging framework, visual standards, editorial voice, and institutional communications strategy, ensuring consistency across all constituent-facing communications, experiences, and engagement touchpoints.

- Provide strategic communications counsel and guidance to faculty, staff, administrators, Board of Trustee, and school leadership regarding marketing, communications, public relations, storytelling, and brand standards.
- Maintain and regularly update York's institutional style guide, messaging framework, editorial standards, and brand governance resources.

PUBLIC RELATIONS, COMMUNITY ENGAGEMENT & INSTITUTIONAL POSITIONING

- Develop and execute proactive media relations, community engagement, and public affairs strategies that elevate York's visibility, reputation, and thought leadership locally, regionally, nationally, and internationally.
- Write and distribute press releases, pitch feature stories, coordinate media opportunities, respond to media inquiries, and cultivate strong relationships with media outlets, community organizations, educational partners, local businesses, and other key stakeholders.
- Identify and pursue opportunities to position York's faculty, programs, and leadership as thought leaders in independent school education through strategic communications, speaking opportunities, media engagement, partnerships, and content development.

DIGITAL MARKETING, ANALYTICS & PERFORMANCE REPORTING

- Develop, manage, and continuously update a dynamic institution-wide communications and marketing calendar integrating enrollment, philanthropy, academics, student life, athletics, arts, Board of Trustee, and community priorities.
- Develop and execute integrated, multi-channel marketing campaigns designed to increase awareness, generate qualified prospective student and donor leads, drive event participation, strengthen enrollment and fundraising pipelines, and improve constituent acquisition, engagement, conversion, retention, and long-term relationship development.
- Serve as administrator and strategic owner of York's **ThankView** platform and other personalized constituent engagement tools to support prospective student recruitment, enrollment yield, donor stewardship, alumni engagement, event participation, and constituent retention efforts.
- Own and support the communications and engagement strategy across the full enrollment lifecycle, including awareness, inquiry, event participation, application, admission, enrollment, and retention.
- Monitor, analyze, and optimize prospective student and donor acquisition pathways, constituent journeys, conversion performance, engagement metrics, and enrollment funnel effectiveness to improve institutional outcomes.
- Develop, coordinate, and analyze personalized communication campaigns, engagement journeys, and constituent touchpoints leveraging platform analytics and response data to improve participation, conversion, stewardship, and relationship-building outcomes.
- Own and manage digital analytics and performance reporting, including **Google Analytics (GA4)**, website analytics, social media analytics, email marketing metrics,

digital advertising performance, SEO/SEM reporting, conversion tracking, inquiry generation, campaign attribution, and constituent engagement metrics.

- Establish and monitor key performance indicators (KPIs) and return-on-investment (ROI) measures for communications, advertising, digital marketing, enrollment marketing, fundraising campaigns, and constituent engagement initiatives.
- Analyze performance data and translate insights into actionable recommendations that support enrollment growth, donor engagement, brand awareness, fundraising effectiveness, and institutional advancement objectives.
- Prepare regular performance reports and strategic recommendations for the Advancement Team, Head of School, and Board committees.

CONTENT STRATEGY, STORYTELLING & PUBLICATIONS

- Maintain a strong and visible presence within the school community to identify, develop, and amplify compelling stories that showcase student achievement, faculty excellence, alumni success, philanthropy impact, academic innovation, athletics, arts, global learning, and community engagement.
- Develop and maintain strong working relationships with faculty, staff, coaches, advisors, and department leaders to identify, capture, and elevate stories, achievements, and institutional priorities across the school community.
- Lead the development, production, and management of York's integrated content and publications strategy, including enrollment materials, fundraising appeals, stewardship communications, annual impact reports, campaign collateral, presentations, newsletters, digital publications, and other institutional marketing materials.
- Produce and oversee the weekly Falcon, monthly From the Hill, advancement communications, enrollment communications, and other constituent-facing publications.
- Serve as project manager and editorial contributor for York's Annual Impact Report and other major institutional publications.
- Attend events during and outside normal school hours as needed to capture written, photographic, and video content and maintain organized digital asset management systems and communications archives for institutional photography, videography, publications, marketing materials, and other digital communications assets.

WEBSITE, SOCIAL MEDIA & DIGITAL PRESENCE

- Serve as the primary administrator and strategic steward of York's website, overseeing content strategy, governance, accessibility, user experience, SEO optimization, analytics, conversion performance, and ongoing content updates.
- Collaborate with internal stakeholders and external partners to continuously improve website effectiveness as a primary enrollment, philanthropy, constituent engagement, conversion, and institutional communications platform.
- Develop and execute an integrated social media strategy across all institutional platforms, including LinkedIn, Instagram, Threads, Facebook, YouTube, TikTok, X, and emerging channels as appropriate.

- Manage content planning, audience engagement, paid promotion, platform governance, analytics, performance reporting, audience growth, and constituent engagement across all digital channels.

VENDOR, PROJECT & RESOURCE MANAGEMENT

- Manage relationships with photographers, videographers, graphic designers, printers, mail houses, website developers, marketing agencies, public relations firms, and other external vendors.
- Oversee project timelines, budgets, deliverables, and quality standards while ensuring effective stewardship of institutional resources, brand standards, and strategic priorities.
- Support communications, branding, donor recognition, signage, naming opportunities, and campus enhancement initiatives in partnership with Advancement, Finance, Operations, and Board committees.

INSTITUTIONAL EVENTS & SPECIAL PROJECTS

- Support communications and marketing efforts for admissions events, open houses, donor gatherings, alumni programs, trustee events, receptions, fundraising initiatives, and other strategic institutional events that advance enrollment, engagement, and philanthropic objectives.
- Assist the Head of School and Assistant Head of School with major institutional events, including student retreats, Grandparents' Day, commencement, awards ceremonies, donor events, alumni events, receptions, and other school-wide initiatives.
- Oversee branded merchandise, promotional materials, event collateral, and visual communications consistent with York's brand standards.
- Assist in maintaining York's institutional archives, historical records, photography collections, publications, and legacy communications materials.

QUALIFICATIONS & EDUCATION

- Bachelor's degree in Communications, Marketing, Journalism, Public Relations, Business, Education, or a related field preferred; or an equivalent combination of education, training, and relevant transferable professional experience.
- **Demonstrated success developing and executing communications, marketing, enrollment, advancement, and constituent engagement strategies that drive awareness, lead generation, enrollment funnel progression, conversion, stewardship, retention, and measurable organizational outcomes.**
- Demonstrated experience leveraging communications, marketing, analytics, and constituent engagement strategies to support measurable enrollment, fundraising, engagement, retention, **lead generation**, and **conversion** outcomes.
- **Experience analyzing and improving constituent journeys, enrollment funnels, customer or constituent acquisition pathways, lead generation efforts, conversion metrics, and audience engagement strategies strongly preferred.**

- **Ability to translate marketing, communications, engagement, and conversion data into actionable recommendations that improve inquiry generation, application conversion, enrollment yield, donor engagement, stewardship outcomes, and overall institutional performance.**
- Exceptional written, verbal, editing, storytelling, content development, and audience engagement skills, with the ability to tailor messaging across multiple platforms, audiences, and stages of the constituent lifecycle.
- **Experience utilizing data, analytics, performance metrics, and reporting tools to evaluate effectiveness, optimize campaigns, and support strategic decision-making. Demonstrated experience using Google Analytics (GA4), website analytics, social media analytics, email performance reporting, campaign attribution, conversion tracking, and other digital measurement tools preferred.**
- Experience with constituent engagement platforms, marketing automation tools, CRM-integrated communications systems, **ThankView**, or similar personalized video engagement platforms preferred.
- Proficiency with Google Workspace, website content management systems (CMS), social media platforms, email marketing platforms, project management tools, and digital communications technologies. Experience with Adobe Creative Suite, including InDesign, Photoshop, Illustrator, Premiere Pro, or comparable creative software strongly preferred.
- Experience with graphic design, visual communications, photography, videography, content creation, digital publishing, multimedia storytelling, and brand management preferred.
- Verbal and written fluency in Spanish, Mandarin, or another language relevant to York's current or future enrollment markets is preferred. Demonstrated experience developing culturally responsive, data-informed communications and marketing strategies that effectively engage diverse domestic and international audiences, including prospective students, families, alumni, donors, and community partners, is highly valued. Candidates should possess an understanding of multicultural marketing principles and experience leveraging digital, print, social media, website, email, and other communications channels, together with audience analytics and performance metrics, to drive engagement and measurable results across varied constituencies.
- Exceptional organizational, project management, and prioritization skills, with demonstrated ability to manage multiple concurrent projects, competing priorities, and time-sensitive deadlines in a fast-paced environment.
- **Outstanding interpersonal and relationship-building skills, with a service-oriented mindset and the ability to work effectively with students, families, alumni, donors, trustees, faculty, staff, community partners, media representatives, and external vendors.**
- Demonstrated professionalism, discretion, sound judgment, and commitment to maintaining confidentiality while representing York School and its mission with integrity.

- Experience supporting independent schools, higher education institutions, nonprofit organizations, advancement offices, enrollment teams, or other mission-driven organizations preferred.
- Flexibility to attend and support occasional evening and weekend events.

COMPENSATION:

- Salary Range: \$70,000–\$90,000 based on experience
- Benefits:
 - Medical 90% employee coverage
 - Dental 90% employee and dependent coverage
 - Vision 90% employee and dependent coverage
 - Retirement: 1-to-1 match of 5% of base salary; Tax Deferred Annuity - 1% of base salary
 - HSA: \$1,000 annual contribution
 - Tuition Remission

HOW TO APPLY

[York School](#) in Monterey, CA, has engaged DovetailED to lead a search for a **Communications & Marketing Manager** beginning as soon as possible. Interested candidates should review the [Opportunity Statement](#) and submit a cover letter, resume, and list of references as a consolidated PDF to Lynda Hamilton-Kirk, Managing Partner at [DovetailED Talent Sourcing](#), at lynda@dovetailedsourcing.com, and Jen Powers, Recruiter at jen@dovetailedsourcing.com.

York School Communications & Marketing Manager Opportunity Statement Link:
<https://bit.ly/4dXdhnK>.

SCHOOL INFORMATION

Founded in 1959 and located on a scenic hillside overlooking California's Monterey Bay, York School is a college preparatory, coeducational, independent day school for grades 8-12. York is an intentionally small school with a rigorous academic program, exceptional faculty, and a distinctive campus culture. 76% of York's faculty hold advanced degrees and the average class size is 15. www.york.org

EQUAL EMPLOYMENT OPPORTUNITY STATEMENT

York School provides equal opportunity to all employees and applicants for employment without regard to race, color, religion (including religious dress and religious grooming), gender, gender identity (defined as each person's internal understanding of their gender), gender expression (a person's gender related appearance or behavior, whether or not stereotypically associated with

the person's sex assigned at birth), sexual orientation, national and (or) ethnic origin, citizenship, ancestry, age, marital status, registered domestic partner status, military or veteran status, physical or mental disability, legally protected medical condition, sex (including pregnancy or perceived pregnancy, childbirth, breastfeeding, or related medical conditions) genetic information or characteristics, or any other characteristic protected by federal or state law or local ordinance.