



COMMUNICATIONS AND MARKETING MANAGER

York School, Monterey, California

Full Time, Exempt

The Communications and Marketing Manager coordinates all communications and marketing aspects of York School in partnership with the school's marketing and communications consultants. Along with the Head of School, the Director of Enrollment, and the Director of Philanthropy, the Communications and Marketing Manager serves on York School's Advancement Team, developing and implementing a broad, comprehensive, and strategic marketing and branding plan to promote the school, aligned with the school's enrollment and philanthropy goals. The Communications and Marketing Manager will attend Board of Trustee Marketing and Enrollment Committee meetings as needed. This position also assists the Head of School with events hosted by the Head of School. This position reports to the Director of Enrollment.

PRIMARY RESPONSIBILITIES (including but not limited to):

- Implement the school's marketing strategies, marketing communications, and public relations activities, both external and internal.
- Develop and maintain a month-by-month calendar of school-wide communications, including advertisement schedule. Share status updates with the Advancement Team at weekly meetings.
- Own and manage all digital analytics, including Google Analytics, to track performance across marketing channels; analyze data and translate insights into actionable strategies that inform Enrollment and Philanthropy efforts.
- Develop metrics for assessing the ROI for communications efforts, such as advertisements and social media campaigns. Produce reports to share with the Advancement Team.
- Oversee/assist in developing and implementing support materials and services for departments in marketing, communications, and public relations.
- Implement marketing plan strategies and tactics and ensure brand integrity school-wide, coordinate among departments, and serve as a spokesperson and advocate for marketing efforts.
- Write press releases, pitch feature stories, and create advertisements. Cultivate strong relationships with the press and ensure strong coverage and public positioning for York School across media outlets, locally and nationally.
- Prioritize working with the Director of Enrollment on developing and implementing specific tactics to advance the goals of the marketing plan and the goals of the

Enrollment Department.

- Assist/work across all school departments, including Athletics, Arts, and Academics to promote student activities and successes.
- Maintain a strong presence in the school community to capture “the York Story,” both visually and verbally. Attend events during and outside of the school day and coordinate regular 1:1 meetings with department heads to gather school news, stories, and photographs. (Photography skills required and videography skills a plus).
- Provide direction/counsel to internal departments on marketing, communications and public relations practices and policies. Maintain, update, and share the school’s style guide. Provide editing as requested/needed.
- Collaborate with the school’s marketing consultant(s), communications contractors, the Enrollment Team, and the Philanthropy Office to develop strategies to recruit prospective students and engage committed alumni, families, and donors.
- Oversee implementation of a comprehensive publications program (enrollment materials, philanthropy appeals, the annual magazine, and other promotional materials) to reach and influence the School’s target audiences, specifically prospective students, donors, and alumni. Manage projects and communicate with key contributors and contractors to meet deadlines and ensure a coherent brand identity and quality production.
- Serve as York’s website administrator, updating the school website as needed and working with contractors (if needed) to implement strategic and creative recommendations for York’s website.
- Develop and oversee an integrated online presence on social media. Serve as administrator for all social media accounts.
- Supervise/coordinate contracted professionals to address communication and marketing needs and goals, such as photographers, videographers, graphic designers, print companies, mail houses, and other professional vendors.
- Assist/create, advise on, and implement projects to complement the school’s capital improvement projects and donor recognition plaques as assigned by the Director of Finance and Operations, the Advancement Team, and the Facilities Committees of the Board of Trustees.
- Maintain and continue to improve York's relations with local businesses, internal audiences, and external audiences (i.e., families, faculty, staff, vendors, etc.)
- Produce the weekly Falcon and monthly From The Hill e-newsletters to parents and alumni. Help provide content if needed.
- Help maintain and organize the school's digital communications files.
- Help/advise on maintenance and oversight of the school’s archives and hard copy communications.
- Implement recommendations and seek opportunities for York to establish itself as an educational expert locally, statewide, and nationally.
- Help/serve as liaison to contractors and school contributors on the annual school magazine. Advise on, edit, and produce content as assigned by Com Team and

contractor.

- Support the implementation of how school events factor into the school's marketing plan.
- Produce school SWAG.
- Assist Head of School with key annual events hosted by the Head, such as student retreats, Grandparents' Day, commencement ceremonies, awards ceremonies, and dinners and receptions for the Board of Trustees and other special guests.

QUALIFICATIONS AND EDUCATION

- Bachelor's Degree preferred
- Experience in marketing, communications, or related experience
- Excellent written and verbal communications skills. Graphic design skills preferred.
- Bilingual preferred (Spanish & English)
- Attention to detail, highly organized, and able to work productively in a fast-paced, high-production environment
- Ability to manage several projects simultaneously and consistently meet deadlines
- Outstanding interpersonal skills to develop and maintain effective relationships within the York community and with the community at large
- High ethical standards
- Flexibility and energy to work some evenings and weekends
- Proficiency with Google Suite and comfortable with working with electronic and digital media
- Proven ability to independently manage Google Analytics (GA4), including tracking setup, data analysis, and reporting, with a track record of using insights to drive measurable outcomes.
- Knowledge of Adobe Suite of products a strong plus

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: \$1000 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, located on scenic hillside terrain in California's Monterey Bay area, 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.