



Director of Marketing & Communications

Location: Yeshiva University High School for Boys, New York, NY (YUHSB)

Job Type: Full-Time

Start Date: Late August 2025

Position Summary:

The Director of Marketing and Communications will lead the school's efforts in promoting its values, programs, and achievements to internal and external stakeholders. This position is responsible for developing and implementing a comprehensive marketing and communication strategy, enhancing the school's reputation, fostering community engagement, and supporting the school's mission through effective messaging. The Director will work closely with the administration, faculty, students, and parents to create compelling narratives and outreach strategies.

Essential Duties and Responsibilities:

- **Marketing Strategy and Brand Management:**
 - Develop and implement a strategic marketing plan aligned with the school's goals, mission, and vision.
 - Build and maintain the school's brand identity through consistent messaging and visual presence across all platforms.
 - Oversee the design and execution of promotional materials, advertisements, and campaigns.
- **Communications and Public Relations:**
 - Serve as the primary liaison for media and external communications, managing press releases, interviews, and media outreach.
 - Draft and distribute school newsletters, press releases, social media updates, and other forms of communication to keep the community informed.
 - Develop internal communication strategies to ensure consistent and transparent messaging to faculty, staff, students, and parents.
- **Digital Media and Social Media Management:**
 - Oversee the school's website, ensuring content is current, engaging, and informative.
 - Manage the school's social media accounts, creating content that highlights student achievements, school events, and community stories.
 - Track and analyze digital engagement metrics to assess the effectiveness of communication efforts and adjust strategies as needed.
- **Community Relations and Engagement:**
 - Foster strong relationships with the local community, alumni, and parents to increase school visibility and promote community involvement.
 - Organize and manage special events (e.g., open houses, fundraising events, alumni gatherings) to engage key stakeholders and support school objectives.
- **Crisis Communication and Reputation Management:**
 - Develop and implement strategies for managing communication during emergencies or crises, ensuring the school's reputation is upheld.

- Advise senior leadership on communication strategies during sensitive or critical situations.
- **Collaborative Team Leadership:**
 - Work closely with other administrators, teachers, and staff to ensure alignment between marketing and educational goals.
 - Supervise and mentor a small team of marketing or communication staff (when applicable).

Qualifications:

- **Education:**
 - Bachelor's degree in Marketing, Communications, Public Relations, or related field (required).
 - Master's degree or equivalent professional experience (preferred).
- **Experience:**
 - At least 5 years of experience in marketing, communications, or public relations, preferably in an educational or nonprofit environment.
 - Proven experience with digital marketing, social media management, and content creation.
 - Experience in leading and managing a team.
 - Strong background in writing and editing for various communication channels.
- **Skills and Abilities:**
 - Excellent written and verbal communication skills, with the ability to craft messages for different audiences.
 - Strong organizational and project management skills, with the ability to manage multiple initiatives simultaneously.
 - Proficiency in marketing software, design tools, and analytics platforms (e.g., Google Analytics, Adobe Creative Suite, social media platforms).
 - Ability to work collaboratively and maintain positive relationships with internal and external stakeholders.
 - A strong understanding of the K-12 education environment and its communication needs.

Physical Demands:

- Ability to occasionally lift and carry up to 25 pounds.
- Ability to work evenings and weekends as required for events or communications needs.

Benefits:

- Competitive salary based on experience and qualifications.
- Health, dental, and vision insurance.
- Retirement plan options.
- Professional development opportunities.
- Supportive and collaborative school community.
- Tuition benefits at Yeshiva University schools for employee and immediate family after first year of employment.

To Apply:

Interested candidates should submit a resume and cover letter to opportunities@yuhsb.org

YUHSB is an equal opportunity employer and encourages candidates of all backgrounds to apply.