



Creative Content & Digital Marketing Manager

Miss Hall's School seeks a bold and creative, education-forward storyteller to take our digital marketing platforms and brand position to the next level.

This hands-on marketer embeds into campus life and executes strategic marketing campaigns with an emphasis on admissions and advancement. As a member of a high-achieving Advancement Office committed to diversifying its staff, this team player brings a DE&I lens to the work and collaborates with students and adults across the School to paint an authentic picture of the inclusive and distinct Miss Hall's community. This individual is responsible for crafting compelling copy and marketing messages, media, and campaigns that are on-brand, promote our innovative program, and advance girls' and women's leadership. This person also places a strong emphasis on data and metrics, with the skills to identify, track, and analyze performance metrics that measure campaign success.

This energizing storyteller thrives in an upbeat and fast-paced learning environment, where inclusion, engagement, and collaboration are strategic priorities, and where the student experience is front-and-center. They immerse in student, faculty, and alum communities, convey the voice of the School, and capture the Miss Hall's magic in all the content they create.

Responsibilities include:

- Continuously gathering story ideas and creating compelling copy for the School's social channels and website
- Collaborating with the Director of Advancement to oversee all aspects of our digital marketing efforts
- Developing strategies for engaging influencers and students
- Overseeing our marketing database, email, website, social media, and advertising campaigns
- Implementing the Miss Hall's School Brand Guidelines and institutional usage
- Applying best practices to identify, track, and analyze performance metrics that measure marketing campaign success
- Preparing digestible reports on marketing campaign's overall performance
- Planning and creating content for all social media platforms
- Managing print, radio, and digital advertising contracts, including coordinating with advertising and media experts to improve marketing results
- Working with outside designers on projects, such as the design of printed collateral
- Staying current with emerging technologies, best-practices, and strategies in digital marketing
- Nurturing positive relationships across the school community and being fully immersed in school activities, events, and student life

Key Qualifications

- 5+ years of marketing experience and a successful track record/portfolio
- A passion for storytelling in a variety of mediums
- Excellent written, interpersonal, analytical, and organizational skills
- Thorough understanding of how people digest and engage with content online
- In-depth knowledge of various social media platforms, best practices, and website analytics
- Design skills and experience using Photoshop, Canva, and InDesign; video editing a plus
- Growth mindset and collaborative, positive approach

- Personable, organized, and entrepreneurial
- High level of judgment and discretion
- Attention to detail
- Commitment to Miss Hall School's mission and core values
- Desire to work in a truly diverse and cooperative environment, and a willingness to embed deeply into the school community

About Miss Hall's School

Founded in 1898 — one of the first girls' boarding schools in Massachusetts — Miss Hall's School is recognized internationally for its experiential leadership curriculum, service and internship programs, and inclusive global community. Miss Hall's is committed to its mission of inspiring and encouraging each girl to pursue the highest standards of learning and character; to contribute boldly and creatively to the common good; and to seek a purposeful life based on honor, respect, growth, and personal authenticity.

Guided by this mission and sharpened by daily practice, Miss Hall's continuously reimagines girl-centered education to foster a pioneering intellectual spirit and authentic engagement among students and adults. Located in the Berkshires, the School currently enrolls 180 girls in grades 9-12, with students from 21 countries living and learning together as global citizens.

The School's signature experiential learning program, Horizons, has been central to the Miss Hall's curriculum for more than 25 years. Every student participates in weekly Horizons internships, mentoring, and community learning, experiences that empower MHS graduates to step confidently into the world as collaborators, leaders of change, and bold and creative contributors to the common good.

The Miss Hall's Mission and Strategic Design

Miss Hall's School inspires and encourages each girl to pursue the highest standards of learning and character; to contribute boldly and creatively to the common good; and to seek a purposeful life based on honor, respect, growth, and personal authenticity. Adopted in 2016, the Miss Hall's Strategic Design is an ambitious blueprint that sets the bar high for the community. The plan centers the MHS student experience and lays out the School's four areas of priority:

- Innovative programs that emphasize intellectual pursuit, development of core competencies, and personalized, experiential learning tailored to girls
- Inclusive community that values diversity as essential to learning and problem solving, as a means to discovery and personal growth, and as a context for cultivating empathy and cultural competency
- Commitment to engagement, service, and leadership that strengthens connections between the School and local and global communities and provides opportunities for students to discover passions and have influence
- Culture of adaptability, collaboration, and excellence that enables the School to address challenges, maximize opportunities for growth, and remain nimble in a changing educational landscape

The Miss Hall's Strategic Design is not a plan that sits idly on the shelf. It is very much alive, guiding school leadership and decision making every day.

Diversity, Equity, and Inclusion at Miss Hall's

At Miss Hall's School, we champion social justice; insist that all community members demonstrate respect for each other through words and actions; and affirm that diversity, equity, and inclusion are essential to learning and problem solving, discovery and personal growth, and cultivating empathy and cultural competency. Guided by these beliefs, and with the understanding that being an inclusive community requires ongoing work and commitment, we foster cross-cultural dialogue and allyship to honor and celebrate our diverse community.

Miss Hall's works to make sure its community — and the world around it — is equitable, just, and brilliantly diverse. Under the umbrella of our school-wide Diversity Coalition, three essential coalitions are fixtures of student life: Essence, Spectrum, and the International Student Alliance. Adults at MHS engage in ongoing anti-racist education and practice and facilitate community-wide dialogues in response to current events and observances that foster inclusion and courageous conversation.

Miss Hall's School is an equal opportunity employer and is committed to a policy of employment without regard to race, color, national origin, sex, sexual orientation, religion, disability, age, marital or parental status, genetic information or family medical history, military or veteran status or any other classification protected under federal, state, or local law. Miss Hall's is committed to seeking talent across the diversity spectrum to educate and inspire our students to contribute to the common good.