

Director of Marketing

Miss Hall's School in the Berkshires seeks a full-time Director of Marketing to amplify the story of our globally diverse educational community. The ideal candidate is an outstanding storyteller and writer, has an eye for design and compelling visuals, is a savvy digital marketer with stellar project management experience, and thrives in an entrepreneurial environment.

Specifically, you'll:

- Partner with faculty, staff, and, above all, students to identify engaging stories from daily life, and then create compelling content that helps applicants and alumnae understand the power of the Miss Hall's experience;
- Adapt content for varying audiences and to fit specific platforms, managing posting and distribution on multiple social media channels and our website. Fluency with Creative Suite and digital tools for a consistent visual voice is key!;
- Manage the strategy and execution of Admissions advertising, going beyond traditional markets to include outreach to diverse audiences, in collaboration with Admissions Office colleagues and school leadership;
- Track outreach metrics and marketing campaigns, using analytics to assess success and shifting gears as needed;
- Partner with Advancement Office colleagues to promote community events and fundraising efforts;
- Manage relationships with outside consultants on a project-by-project basis;
- Manifest visionary leadership, constantly bringing new ideas and approaches to the table; and
- Be an impact-maker in an upbeat learning environment, where innovation, inclusion, engagement, and collaboration are strategic priorities and where the student experience is front-and-center.

ABOUT MISS HALL'S

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.

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.