



EMBRACE CHALLENGE,
DISCOVER YOURSELF.

Marketing and Communications Coordinator

The Marketing and Communications Coordinator is a highly-motivated self-starter with experience generating compelling written content for a variety of audiences. The Marketing and Communications Coordinator will report to the Director of Marketing and Communications and will help communicate the vision and brand of Nichols School through writing and storytelling in written publications, the school website, digital and print platforms, newsletters and social media.

DUTIES:

- Produce compelling written content for prospective families, current parents, alumni and donors of Nichols School.
- Work collaboratively with all school divisions and departments to ensure accurate content that supports Nichols School's branding and communication strategies.
- Maintain and ensure consistent integration across the school of the Nichols brand.
- Compile and edit weekly Parent Newsletter and other electronic communications.
- Draft and edit email communications, news stories and press releases.
- Interview subjects, contribute stories and assist with proofreading of *Toaxnoes*, our alumni magazine.
- Attend and report on school events during and after school hours and on weekends.
- Work with various school departments to write, edit and proofread school publications, including but not limited to handbooks, Admissions materials, Comprehensive Campaign materials, Annual Report and Annual Fund appeals.
- Work with Creative Content Coordinator to engage constituencies with compelling content by posting to the school's social media channels.
- Implement social media advertising campaigns and report on analytics.
- Create and maintain website content with Creative Content Coordinator.
- Work with Director to help develop strategies for traditional and digital communication, use of inbound marketing, and social media management.
- Contribute to a communications plan to support the school's strategic communications and marketing goals.
- Research best enrollment and advancement communications practices and emerging web development strategies (including search engine optimization).
- Support Advancement and Admissions projects as needed.
- Other duties as assigned.

SKILLS AND QUALIFICATIONS:

- 3+ years in the field of marketing and/or communications
- Minimum of a bachelor's degree in related area preferred
- Excellent written and verbal communication skills
 - Must write with clarity
 - Must have a solid understanding of grammar and AP Style guidelines
 - Must be able to write in different voices for different audiences
- Strong organizational skills and an ability to manage multiple projects in a deadline-driven environment
- Proficient in Microsoft Office suite



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- Must have experience with social media strategies and channels including Facebook, Instagram, Twitter, Snapchat and LinkedIn
- Must be flexible, creative, and able to collaborate well with multiple departments and constituencies for the purpose of achieving strategic goals
- Must be able to attend meetings and events on some evenings and weekends
- Experience with some digital photography, website management, and content management systems will be highly valued
- Portfolio materials, including examples of past work, are encouraged

Nichols School offers a comprehensive benefit package including medical, dental, life, retirement, generous time off and reduced summer hours.

Send a cover letter, resume and references to Jennifer Clarey, Director of Human Resources, to jclarey@nicholsschool.org.