



# THE PRAIRIE SCHOOL

**JOB TITLE:** Communication Manager  
**DEPARTMENT:** Advancement  
**REPORTS TO:** Director of Communication

## **POSITION SUMMARY:**

The Communication Manager is primarily responsible for The Prairie School's online and electronic communication vehicles while still supporting all other marketing functions of the school. S/he reports to the Director of Communication as a part of the Advancement team.

## **DUTIES & RESPONSIBILITIES:**

- In concert with the Director of Communication, Assistant Head of School for Community Relations, and Prairie's agency of record, maximize the school's digital marketing impact by leveraging, analyzing, and enhancing SEO results, and by updating, maintaining, enhancing, and managing the school's website, digital advertising, social media accounts, and blog.
- Retain primary responsibility for the school's blog, *Prairie News*, its website, and all of its social media channels in pursuit of user engagement, including the creation and maintenance of a content calendar, strategy, follow-up, implementation, and promotion. Constantly evaluate and reimagine the school website for tone, content, accuracy, and relevance.
- Write, edit, and disseminate the following electronic communications:
  - *The Weekly*, Prairie's regular parent e-newsletter;
  - Monthly Admission Office e-newsletters;
  - Monthly alumni and donor e-newsletters;
  - Promotional emails for Advancement and Admission events; and
  - Stand-alone messages sent as needed by the school's Communication Office.
- In collaboration with the Director of Communication, create and maintain a press release calendar; write and disseminate press releases and Community Newsletter pieces on a regular basis. Help promote Prairie events by creating and placing ads and community calendar notices in the appropriate venues.
- Provide written content for the Advancement Office, including articles for the *Prairie* alumni magazine, donor solicitations, and stewardship pieces.

- Serve as the main photographer for school-day events.
- Stay abreast of digital and marketing trends, particularly those that apply to independent schools, and consistently weigh their value for Prairie.
- Provide event support for the Advancement team as needed.
- Other duties as assigned.

#### **REQUIRED KNOWLEDGE & SKILLS:**

- Excellent and persuasive oral and written communication skills, with a talent for writing for a variety of audiences.
- A capacity for critical thinking and data analysis in pursuit of creative solutions to complex problems.
- The ability to produce a range of written and interactive content while managing multiple deadlines and projects.
- Capability to work independently and strategically, to take initiative, and to react and adapt to changing situations and new opportunities appropriately.
- A comprehensive understanding of web analytics and how to effectively bolster an organization's online presence.
- Demonstrated curiosity, creativity, attention to detail, and a growth mindset.
- Proven effectiveness in a collaborative, supportive team environment.
- Proficiency in basic HTML, WordPress, digital email platforms, Google analytics, and all major social media platforms.

#### **QUALIFICATIONS:**

Bachelor's degree required. The ideal candidate will have a minimum of three years' experience in a communication role, ideally with a digital emphasis. Independent school experience preferred but not required.