



**Director of Communications**  
**Reports: Chief Member Relations Officer**

### **Summary:**

The Director of Communications (DC) is responsible for the planning, development, and implementation of all of The Enrollment Management Association's (EMA) communications, and public relations activities, both external and internal. The Director of Communications will set and guide the strategy for all communications, branding, website, social media, and public relations messages and collateral to consistently articulate our mission and engage the stakeholder community. The DC is an integral member of the Member Relations Team's (MRT) leadership team and reports to the Chief Member Relations Officer.

In collaboration with EMA's MRT directors, leadership team, and board, the DC develops and executes strategic communications plans directly managing communications activities that support school/family relations, events, products, projects, and research to promote and enhance the organization's brand. This role will have point responsibility for all EMA products and is responsible for developing integrated internal and external communications plans and content to support these marketed brands and new products in development. DC is responsible for overall brand messaging and initiatives that support broader messages and educate/engage employees.

The DC ensures that EMA is viewed as the primary source, disseminator, and conduit of information about independent school admission and enrollment management within its diverse network and constituent base.

### **Responsibilities:**

- Create annual and long-term communications goals and plan to support The Enrollment Management Association's strategic aspirations and advance the organization's mission.
- Develop and implement professional communications that build The Enrollment Management Association's brand among its target audiences: independent school enrollment professionals, school heads, and prospective independent school families/students.

- Become and maintain expertise about the industry to stay abreast of current and chronic issues; translate this knowledge into value-added content and programming for all constituencies.
- Translate communications expertise into helping schools and families maximize the use of The Enrollment Management Association's programs and services.
- Offer thought leadership in enrollment management/admission by leading the generation of online and print content that engages both school and student audiences.
- Develop a media and PR plan that positions The Enrollment Management Association as a primary resource on independent school admission and enrollment issues.
- Create and grow social media presence for The Enrollment Management Association.
- Create and manage departmental budgets.
- Produce regular departmental reports for the CMRO.

### **Communications:**

- Manage and/or contribute to the development, distribution, and maintenance of all print and electronic collateral including, but not limited to, newsletters, brochures, websites and social media vehicles.
- Supervise the development of the content and production of all enrollment managers/admission publications, briefs, and special reports.
- Develop and manage an editorial board for EMA special reports and magazines.
- Engage students and families by providing timely and relevant content about the SSAT and about the independent school admission process.
- Supervise the development of all associated presentation materials for and strategic communications about The Enrollment Management Association's annual conference.
- Assist in the development of the Executive Director's speeches, presentations, and blogs.
- Manage relationships with outside vendors utilized for communications materials (freelance writer, graphic designer, editor, publishers, printers, etc.).

### **Public Relations:**

- Ensure articulation of The Enrollment Management Association's desired image and position; ensure consistent communication of image and position throughout The Association; and ensure communication of image and position to all constituencies, both internal and external.
- Manage the strategic development and supervise maintenance of The Enrollment Management Association's websites including content and functionality.
- Experience working with media and serving as a organization spokesperson.
- Produce and disseminate press releases as appropriate.
- Support special external task forces and ad hoc committees as assigned.

## Qualifications

- Bachelor's degree in marketing, communications, or related degree
- Minimum 10 years of experience in a senior communications role preferably in the nonprofit sector.
- Strong knowledge of K-12 education issues and existing relationships in the field preferred.
- Demonstrated experience and leadership in managing comprehensive strategic communications efforts, media relations, and marketing to advance an organization's mission and goals.
- Demonstrated skill in successfully positioning subject matter in multiple communications channels (press, social media, publications, websites, etc.), to achieve a high impact in changing media landscapes.
- Ability to manage multiple programs and concurrent deadlines with excellent attention to details
- A creative and thoughtful approach to using new media technologies as they emerge.
- Superior written and interpersonal communications skills. Strong presentation and facilitation skills; ability to engage with and persuade a wide variety of audiences
- Exceptional collaboration skills with the ability to partner effectively within the department and across the organization to drive and scale communications strategies across the industry.
- Self-starter, entrepreneurial, enjoys creating and implementing new initiatives
- Experience developing and managing budgets
- Experience training, developing, supervising, and appraising personnel
- Ability to thrive in a fast-paced, results-driven organization
- Familiarity with web marketing tools and online marketing tools
- Experience in interactive/digital media communications; social media and Web skills
- Ability to work evening and weekend hours to support initiatives and meet deadlines
- Travel required
- Expertise in Google Suite required
- Prior experience with a client relationship management (CRM) system and/or a content management system a plus

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**TO APPLY:** Candidates who share our passion for excellence are encouraged to send their resume and a cover letter (including salary requirements) to [careers@enrollment.org](mailto:careers@enrollment.org). Please reference DOC2019 in the subject line. No phone calls, please.