



Director of Marketing and Communications The Pingry School

About Pingry

Founded in 1861, The Pingry School is an independent, coeducational, college preparatory day school for students in Kindergarten through Grade 12. Situated on two spacious campuses in Basking Ridge and Short Hills, New Jersey, the school draws students of varied talents and diverse backgrounds from nearly 100 communities in New Jersey and New York. Together, our two campuses in Short Hills (K-5) and Basking Ridge (6-12) serve more than 1,100 dynamic students. Pingry students participate in an engaging and challenging academic program, complemented by extensive co- and extracurricular opportunities, thriving in a community that is committed to intellectual engagement, diversity and inclusion, honor and character, and stewardship and sustainability.

Position Summary

The Pingry School seeks a strategic leader who is passionate about communications, marketing, and being a member of a school community. This position will be responsible for developing and bringing to life a multi-channel marketing strategy and strategically communicating with all of Pingry's constituents. This role influences how we define and shepherd the School's external voice and image and helps bring that vision and story to life via smart, effective, impactful, streamlined, and consistent communications. The **Director of Marketing and Communications** reports directly to the Director of Institutional Advancement.

Responsibilities:

- Develop and implement an integrated messaging and storytelling framework that aligns with and advances the School's strategic plan.
- Directly oversee and strategize all internal communications directed to current families, faculty, and staff; work collaboratively with all school departments, The Pingry School Parents' Association (PSPA), and Board of Trustees to align accurate, consistent, and timely messaging.
- Oversee branding standards and enforce consistent and appropriate use throughout all media, ensuring a long-term, favorable brand equity position.
- Manage all Pingry Corporation branding initiatives including Summer and Auxiliary Programs, Employer Branding, the Office of Institutional Advancement, and any future entities under the umbrella of The Pingry Corporation brand.
- Partner with all School Offices to implement innovative and effective ways for constituents to communicate.
- Manage, lead, and oversee the marketing and communications team, freelancers, and consultants.
- Ensure effective dissemination of Pingry news to all constituent groups and the general public.
- Serve on School's crisis management team and act as the School's media relations and public affairs contact, executing highly-sensitive crisis communications in timely, confidential, and a strategic manner.



- Monitor peer schools and other inspiring companies to inform and enhance our practices and processes as well as reporting on trends and changes in the independent school marketplace.
- Oversee and be a good steward of the Communications and Marketing budget.
- Oversee the design and content of the School's website, ensuring appropriate content updates by providing high-level coordination with content owners.
- Oversee regular professional photography and videography to ensure high quality content for use in digital and print communications across all school departments, chiefly Admission, Advancement, and Human Resources.
- Oversee content strategy and tone of multiple all-school social media accounts.
- Directly manage annual print projects from creative phase to delivery and oversee other high-profile digital and print publications.

Qualifications:

- At least five years of demonstrated experience in marketing, communications, crisis communications, media relations, and branding.
- Servant-leadership management philosophy.
- Strong sense of accountability, brand ownership, and an ability to coach down, up, and across levels and functions.
- Effective communicator, conceptual and strategic thinker with the ability to translate ideas into execution.
- Experience supporting teams across multiple projects of varying levels.
- A self-starting, can-do attitude and ability to use initiative to maintain business continuity.
- Up-to-date with digital trends and social media and marketing best practices.
- Must have efficient project management and operational skills.
- Ability to work in a fast-paced environment and a high degree of comfort navigating ambiguity.
- Excellent written, oral, interpersonal, and presentation skills; exacting copyediting.
- Strong Google Suite, PowerPoint, Adobe Creative Suite, CMS, Veracross (or other database), and social media program knowledge.
- Bachelor's degree required. Master's degree in a related field preferred.

To apply, please send a resume and cover letter to Mary Kokie McNaugher, Talent Acquisition Manager, mmcnaugher@pingry.org.