



## **Position:**

We are seeking a full-time Director of Communications and Marketing responsible for coordinating and overseeing a cohesive, consistent, and high-quality marketing and communications plan for the school. Bright is an equal-opportunity employer, and we strongly encourage candidates of all backgrounds, genders, and abilities to apply.

## **About Bright School**

The Bright School was founded in 1913 by progressive educator Mary G. Bright and currently enrolls about 350 students from junior preschool age 3 years to fifth grade. From junior preschool through the elementary years, our school provides a seamless transition from grade to grade, each year building upon each other to prepare graduates for middle school and beyond. The majority of our graduates continue on to the best middle and high schools in Chattanooga and later to college. Our curriculum and activities are a blend of the hands-on and personalized learning upon which Miss Bright built her school and innovative practices of today that nurture and challenge students.

**Our Mission** The Bright School builds a foundation upon which students become wise and compassionate citizens of the world. Its century of progress fosters the intellectual, artistic, physical, and moral growth of young boys and girls.

## **Essential duties and responsibilities include:**

- Evaluating, regularly, the effectiveness of all school communications, both internal and external
- Telling the story of the school
- Implementing all formal external communications through the website, email, social media and printed publications, video and photography
- Developing and distributing the weekly Woodshop e-newsletter for parents
- Developing and distributing the weekly Teachers' Table e-newsletter for faculty and staff
- Taking photographs and video of classroom activities and school events
- Maintaining, with support from the administrative team, the integrity of the Bright School brand, to include logos, colors, and slogans to be used on promotional items, signage, clothing, etc.
- Creating and implementing a crisis communications plan that includes inclement weather closures and delays and other events that may impact the campus and daily activities of the school
- Collaborating with Director of Advancement to provide communication pieces for Bright Fund, auction, capital campaigns, special fundraising projects and events, Parents' Association projects and initiatives
- Collaborating with Director of Admissions to provide help with admissions marketing and informational pieces

- Working directly with the administrative team regarding communication of strategic plan projects and their progress
- Working directly with the Head of School to coordinate timely communication to the board, faculty and staff, parents, alumni and other constituents
- Serving as the website coordinator:
  - Maintain all information changes and updates on the school's website
  - Develop promotional and informative content on the website which highlights the achievements of the Bright School community
- Serving on the External Affairs Committee of the Board of Trustees and providing written minutes of Board of Trustees meetings to the Head of School
- Hiring freelance designers, photographers and videographers on an as-needed basis
- Serving as editor of the Bright Star magazine, printed once a year in the summer
- Serving as editor of the yearbook. Duties related to the yearbook include sales, design, and compilation of fifth grade tributes

**The ideal candidate will have the following qualifications:**

- Outstanding communication skills in writing and speaking
- Experience working in a school setting is preferred
- Exceptional understanding of social media management
- Strong professional demeanor while also demonstrating a love of children
- Demonstrated ability to be flexible, visible, resilient, collaborative, and approachable

**Physical Demands/ Work Environment**

- While performing the duties of this job, the employee is frequently required to bend, stoop, kneel, reach, lift and carry approximately 40 pounds at waist-high level; run, stand, and walk for periods of time; be able to pass a physical exam

**Required Qualifications:**

- Bachelor's degree in communications, journalism, English, public relations or other related field
- A willingness to understand and promote the independent school culture
- Upholds our Bright School Operating Principles:
  - We honor our commitments.
  - We invest in and support each other's development.
  - We hold confidences.
  - We treat everyone with respect and kindness.
  - We have fun in our work.

Learn more about The Bright School at [www.brightschool.com](http://www.brightschool.com).