



Director of Marketing & Communications

Summary:

The Director of Marketing & Communications serves as a trusted advisor and collaborative partner to the Head of School, CFO, senior leadership, and colleagues across Brentwood Academy. The Director leads the Marketing & Communications team and supports institutional priorities through clear, timely, accurate, and compelling marketing and communications. Success in this role requires exceptional judgment, tact, diplomacy, discretion, adaptability, and the ability to navigate ambiguity and complex stakeholder relationships. The Director supports institutional strategy and must be skilled at anticipating needs, resolving challenges thoughtfully, and collaborating across a matrixed organization. The successful candidate will wholeheartedly support Brentwood Academy's Christian mission, Statement of Faith, philosophy, culture, and commitment to students and families and leaders.

Responsibilities:

Marketing & Communications:

- Partner with senior leadership and campus stakeholders to support institutional priorities through integrated marketing and communications.
- Steward Brentwood Academy's brand, messaging, voice, and standards.
- Support Admission, Development, reenrollment, events, program launches, and other institutional initiatives.
- Oversee advertising, social media, publications, sponsorships, and agency/vendor relationships.
- Use research, analytics, and audience insights to evaluate effectiveness and improve campaigns.

Digital & Web:

- Oversee website content, governance, usability, analytics, and continuous improvement.
- Support website, digital strategy, marketing automation, lead nurturing, segmentation, and campaign workflows.

Communications & Community:

- Provide guidance and editorial oversight for significant internal and external communications, including parent and school-wide communications.
- Partner with senior leadership on sensitive, urgent, and crisis communications.
- Build trusted relationships across the school community and help resolve communication challenges thoughtfully and constructively.

Team & Department Leadership:

- Lead, coach, and develop the Marketing & Communications team while establishing priorities, workflows, and standards.
- Manage department budget, workload, technology, vendors, agencies, and external partners.
- Establish meaningful metrics and reporting and continuously improve department processes and collaboration.
- Support key institutional committees and initiatives as appropriate.

Skills/Abilities:

- 7+ years of progressively responsible marketing and communications experience, including leadership experience in a fast-paced environment.
- Demonstrated success building, leading, and motivating strong teams.
- Strong cross-functional collaboration skills and experience working in a matrixed organization with multiple stakeholders and decision-makers.
- Exceptional communication, writing, editing, interpersonal, and conflict-resolution skills; tact and diplomacy are essential.
- Demonstrated discretion and sound judgment when handling confidential or sensitive information.
- Ability to anticipate challenges and needs, navigate ambiguity, and develop creative solutions.
- Highly adaptable, organized, detail-oriented, and able to manage multiple priorities.
- Strong expertise in integrated marketing, brand stewardship, digital communications, social media, content strategy, and audience engagement.
- Experience managing projects, budgets, agencies, vendors, and external partners.

Qualifications/Experience:

- Bachelor's degree in marketing, communications, public relations, journalism, or related field; advanced degree preferred.
- Working knowledge of website/CMS platforms, email marketing and automation tools, social media, analytics/reporting tools, Asana, Microsoft products, Canva, and Veracross.
- Must wholeheartedly support Brentwood Academy's Christian mission and Statement of Faith.

Physical Demands:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. The employee must be able to sit for extended periods while using a computer and keyboard and have sufficient mobility to move throughout the campus, including climbing stairs.

Characteristics of A Brentwood Academy Employee:

Brentwood Academy faculty and staff members are passionate learners and leaders. We exemplify Christ, see each student as unique and valuable, and intentionally occupy the intersection of our subject matter and how God has made us – body, mind, and spirit. Brentwood Academy implements well-planned student learning through a biblical worldview by employing a wide variety of instructional activities in response to students' varying needs and interests. We provide a rigorous curriculum and foster a deeply supportive academic environment for students to grow through developmentally appropriate learning experiences.