



Title: Assistant Director of Strategic Communications for Admissions & Advancement

Reports to: Director of Advancement, Director of Admissions

Pay Range: Dependent on qualifications

Status: Full-time exempt

Job Summary: Facilitate Admissions and Advancement efforts through effective communication strategies engaging and stewarding all levels of the La Lumiere community

Essential Job Duties and Responsibilities:

- Draft and manage the annual Strategic Marketing and Communications Plan to ensure that stories featuring students, alumni, faculty, and staff are routinely photographed, documented, and shared to all stakeholders
- Maintain school website (WordPress) and social media channels, with an emphasis on search engine optimization and marketing
- Develop and implement social media strategy to grow the admissions funnel (lead generation)
- Design, write, edit, and distribute all major email communication (Veracross) and mailers for the Advancement and Admissions teams to craft compelling solicitation, advertising, and communication narratives
- Gather and coordinate the creation of content for the *La Lumiere Magazine*
- Assist with Admissions and Advancement events including visit days, open house events, and fundraising events
- Travel to fairs and feeder schools to promote La Lumiere School in student recruitment

Additional Job Requirements

- Extremely strong written communication skills
- Alignment with and enthusiasm for the philosophy and mission of La Lumiere School
- Professional demeanor and a customer-service oriented approach
- Excellent interpersonal and oral communication skills
- Detail oriented with excellent organizational skills
- Advanced proficiency with Adobe Creative Suite, SEO, SEM, Veracross, and WordPress
- Ability to manage several projects at once to meet strict deadlines
- Interest in being an active member of the school community including attending school functions during evenings and weekends

Education/Experience

- Bachelor's degree required
- Experience with basic photography and video production for social media and other communications required
- 1-2 years of previous marketing, communications, advancement, and/or admissions experience preferred

Application Details

Please submit a résumé, cover letter, and 2-3 references to Stacy Glidden Bobillo at sglidden@lalumiere.org. References will only be contacted after permission is granted by candidates.

Our Mission

At La Lumiere School, we form character, cultivate scholarship, and explore faith in order to grow into more complete versions of ourselves.