



# Avon Old Farms School

<b>Job Title:</b>	<b>Director of Communications</b>
<b>Job Classification:</b>	Administration / 12-month position Benefits: Full / Administration
<b>FLSA Status:</b>	Exempt
<b>Reports to:</b>	Chief Financial Officer

## General Duties/Responsibilities:

The Director of Communications is responsible for the strategic direction of the School's marketing and communications program. This position will shape and execute the communications efforts on all aspects of the School.

## Specific Responsibilities:

- Direct and oversee the core marketing and communication functions including:
  - print and web communications
  - publication design and production
  - video and photography
  - selection and oversight of relevant consultants and contractors
- Create and oversee the website content for accuracy, timeliness, and overall design.
- Develop and implement annual communication production calendar.
- Assess current and future communication needs and offer strategic input. Determine appropriate media mix and degree of sophistication needed to reach target audience and achieve desired response.
- Manage Communications team to ensure that skills and abilities are current; deadlines are met; and a service attitude is maintained at all times. Work to control budget and manage staff while developing a clear customer service approach to meet the needs of the community.
- Oversee multi-media and video documentation of school life and special events for publications and archival purposes.

## The successful candidate for this position should possess:

- A bachelor's degree in Communications, graphic design or related area.
- 5-10 years experience in communication/publication management, graphic design.
- Demonstrated proficiency with Word, Excel, PowerPoint, Bridge Illustrator, In Design (or Quark) and Photoshop.

## Knowledge, Skills & Abilities Required to Perform Essential Job Functions

- Excellent writing, editing, proofreading and speaking skills needed.
- Prior experience in an educational or non profit environment (university or secondary school) strongly desired.
- Five years management responsibility, to include project management and demonstrated group facilitation, team building, and collaboration skills.
- Capacity and willingness to perform duties with initiative and resourcefulness.
- Closely collaborates with multiple departments and juggles many competing tasks and conflicting priorities.

- Outstanding problem solving skills needed.
- Strong interpersonal skills and ability to work effectively with a wide range of constituencies in a diverse community.
- Skill in preparing and managing a detailed budget.
- Ability to effectively communicate complex technical information to various members of the community.

**Please submit cover letter and resume to:**

KELLY J. HASENBALG  
Director of Human Resources  
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**The specific statements shown in each section of this description are not intended to be all-inclusive. They represent typical elements and criteria necessary to successfully perform the job.**

*Avon Old Farms School does not discriminate on the basis of age, sex, race, religion, color, sexual orientation, or national or ethnic origin in the administration of its policies and programs.  
Candidates are selected by their qualifications to meet the needs of the position.*