



MIDLAND SCHOOL  
Live Your Education

### **Position Opening: Associate Director of Admissions & Communications**

Are you looking to work in an engaged, mission driven organization with a strong and dynamic team, where you finish each day filled with pride in your work and in the collective endeavors of the community? Midland School, a distinctive, co-educational boarding school for grades 9-12, has an opening for an in-person, full-time Associate Director of Admissions and Communications. Our ideal candidate will embrace the opportunity to fully immerse themselves in Midland's culture, campus, and history – seeing themselves as Midland's storyteller. The position works in close collaboration with and support of Midland's Admissions and Advancement teams and reports directly to the Director of Admission. Our campus community is filled with outdoor enthusiasts, farmers, animal lovers, artists and, of course, friendly and talented faculty and staff. See [www.midland-school.org](http://www.midland-school.org) for more information about our school. Midland School is an equal opportunity employer and actively seeks diversity among our employees.

#### **Primary Duties**

- ***Social Media Professional*** - Social media account management, including gathering & creating content and managing social media calendar
- ***Storyteller*** - Curate and cover school events, including photos and write ups for school website, social media, and newsletters. Oversee copywriting, editing, and necessary ghostwriting for Midland branded materials
- ***Website Designer*** - Manage website, including page updates and creation of new content. Utilize best practices for website management, including SEO
- ***Creative Designer*** - Design and/or manage the production of all school marketing, both digital and print, including newsletters, email campaigns, advertisements, and invitations for on- and off-campus events for prospective parents, alumni, current students, and families. Coordinate and manage video and photography crews, as well as graphic designer
- Establish growth goals and monitor metrics for all digital properties, ad placements, and Google Analytics
- Assist the Director of Admission with recruitment including domestic travel during primary admission season, conducting campus tours, hosting online events, and reviewing applications for new student admission
- Support the Director of Advancement in creating and implementing results-oriented fundraising programs and campaigns, including domestic travel for alumni gatherings

#### **Minimum Qualifications**

- Relevant prior experience in marketing & communications
- Strong public speaking and presentation skills
- Outstanding written and verbal communications skills, including strong editing skills
- Commitment to equity and inclusion
- Some familiarity with the admissions process, academic marketing or recruitment
- Demonstrated knowledge of SEO, Wordpress, Basic HTML, Google Suite, Microsoft Office & Canva
- Demonstrated experience with social media best practices (Instagram, Facebook, TikTok, LinkedIn)
- Ability to think creatively and innovatively, especially in response to rapidly changing circumstances
- Fervent attention to detail, problem solving and strong analytical skills
- Excellent project management and organizational skills
- Interest and enthusiasm for working in a non-profit, mission driven, independent school environment
- Ability to work independently and collaboratively
- Pass criminal and driving background check
- Health clearance for TB screening & vaccinations



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## Desired Qualifications or Experience

- Bachelor's Degree or 3-4 years of equivalent experience in a related field
- Working knowledge of fundraising, enrollment & marketing best-practices
- Boarding or residential educational experience
- Experiential & outdoor education
- Familiarity with database management & metrics
- Consultant and/or team management experience

## Compensation & Benefits

- Competitive salary, DOE
- Health Insurance, FSA, HSA, Life & ADD
- Retirement Plan & Employer Match
- Tuition Remission
- Professional development opportunities
- Paid vacation benefit (3-4 weeks /year)

## How to Apply

Applicants should first carefully review the minimum qualifications and the Midland School website.

This position is open until filled with an expected start date of May-June 2022. Please submit the following five (5) items in PDF format to [admissions@midland-school.org](mailto:admissions@midland-school.org)

1. One-page cover letter that addresses the alignment of your experience and interests with the position and Midland School mission
2. One-page resume
3. [Midland Employment Application](#)
4. List of 3-5 references
5. Three (3) writing samples (can be social media posts, essays, blog posts, website content or articles, etc.). If you have a portfolio, please share that as well.

## About Midland

Midland School, located on a 2,860-acre ranch at the edge of the Los Padres National Forest, about 40 minutes north of Santa Barbara, has been the leader of place-based and experiential college preparatory education since 1932. Everything we do – from the courses we choose to teach to how we maintain our campus to the way we feed ourselves – originates from an intentional curriculum that focuses not only on college preparatory classes, but also on leadership, community, and stewardship. If you would like to be a part of a team dedicated to teaching the value of a lifetime of learning, self-reliance, simplicity and a responsibility to community, then join us and make a difference.