



## Midland School Marketing & Communications Associate

We are looking for the right person to join our team! The Marketing & Communications Associate will manage all aspects of marketing and communication projects and will work closely with the Midland's Advancement, Admissions and Administrative teams. Midland School, located on a 2,860-acre ranch at the edge of the Los Padres National Forest in Santa Barbara County, California, has been a leader of place-based and experiential college preparatory education since 1932. We strive to have everything that we do — from the courses we choose to teach, to how we maintain our campus, to the way we feed ourselves — originate 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 and environment, then join us and make a difference. 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 amongst our employees.

### *Responsibilities include:*

- Own the development and messaging of Midland's brand narrative
- Manage the brand communication strategy across a variety of media, including: social, website, newsletters and publications
- Copywriting and ghostwriting for Midland branded materials, including internal & external communications
- Establish growth goals and monitor metrics for all digital properties and ad placements, in collaboration with the Admissions team
- Work across departments to create and maintain a clear internal and external communication system
- Work collaboratively with and manage Midland's partners and consultants, including graphic designers, video and photographers
- Create, execute, and collaborate on marketing programs and campaigns for Admissions, Advancement & overall brand goals
- Support the Director of Advancement in creating and implementing results-oriented fundraising programs and campaigns
- Support Midland event marketing, coordination & day-of execution
- Represent the school to donors and prospective families at on and off campus events

### **Required Qualifications:**

- Bachelor's degree or equivalent experience in a related field
- Working knowledge of SEO, Wordpress, Basic HTML, Google Suite, Microsoft Office & Canva
- Working knowledge of social media best practices (Instagram, Facebook, Tik Tok, LinkedIn)
- Excellent written and verbal communications skills, including strong grammar skills
- 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, independent school environment
- Ability to work independently and collaboratively
- Pass criminal and driving background check
- Health clearance for TB screening

### **Desired Qualifications:**

- Experience managing a brand for a similar school, non-profit organization or small business
- Working knowledge of Adobe Creative Suite (InDesign, Illustrator, Photoshop, Premiere)
- Working knowledge of fundraising, enrollment & marketing best-practices
- Experience managing and marketing small and large-scale events
- Consultant and/or team management experience
- Photography & videography skills
- Willingness to and interest in enrollment and advancement-related travel
- Comfortable working in a dog friendly office environment

Additional Salary Information: This is a full-time, non-exempt position, salary dependent on experience.

Applicants should first carefully review the minimum qualifications and the Midland School website. Thereafter, please submit the following four items: 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 (see resources on the Midland website) 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.** Please submit applications via email to Charis Derbyshire [caderbyshire@midland-school.org](mailto:caderbyshire@midland-school.org)