



BRIDGTON

A C A D E M Y

Bridgton Academy seeks an experienced marketing and communications professional to promote the program and mission of our school to a broad range of constituencies. Focusing specifically on incoming students and their families, as well as generations of Bridgton alumni who support the school through our development efforts, this member of our team will work closely with the Director of Enrollment Management, the Director of Institutional Advancement, and the Head of School to tell the story of our unique educational community.

Qualifications

- Bachelor's degree or higher in English, marketing/communications, journalism, or related field.
- Three to five years' experience as a marketing and communications professional
- Exceptional communication and interpersonal skills.
- Proficiency with Photoshop, Premiere, InDesign, Wordpress, and other software necessary to this work.

Responsibilities

- Development and implementation of a strategic marketing plan to best reach target audiences and encourage engagement.
- Create a vibrant online presence through the Academy's web page.
- Communicate daily content through a coordinated social media strategy.
- Write and distribute press releases and statements sharing campus news
- Monitor media coverage both of the Academy and of relevant topics.
- Work with the Head of School to create timely and informative messaging to parents, alumni, and the internal BA community.
- In conjunction with the Office of Institutional Advancement, manage the production of *BA Today*, the Academy's magazine, which is published twice per year.
- Collaborate with the Admission Office and the Office of Institutional Advancement to determine the content and format of their respective publications in order to advance departmental goals.
- Create dynamic visual content including photography and video.
- Ensure a strong and consistent use of brand throughout all Academy offices and departments.
- Stay informed of industry trends and tools that could positively impact admission and fundraising initiatives specifically, as well as the Academy in general.
- Perform other duties associated with a boarding school life and as assigned by the Head of School.

To Apply: Interested candidates should submit a cover letter, current resume, and three professional references to HR@bridgtonacademy.org.

All information provided should be in ONE pdf file with the last name, first name as file title. Please do not submit multiple files. Please do not call the Academy.