



# PEMBROKE HILL SCHOOL

## Director of Marketing & Communication

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### POSITION SPECIFICATIONS

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#### THE PEMBROKE HILL SCHOOL

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The Pembroke Hill School (PHS) is an independent college preparatory school located on two campuses in the heart of Kansas City near the Country Club Plaza. Pembroke Hill is a community of learners - students, faculty/staff, parents and alumni. Dedicated to helping students achieve educational excellence while guiding them to become individuals of character who believe that they can and do make a difference in their school community and the community beyond Pembroke Hill.



With nearly 1,200 students, age 2 years through 12<sup>th</sup> grade, students learn in an environment where expectations are high and excellence is expected. Essentially, 100 percent of PHS seniors go on to a four-year college. The Wornall Campus (400 W. 51st St.) provides programs for children ages 2 years through fifth grade. Students in sixth through 12th grade attend classes on the Ward Parkway Campus (5121 State Line Road).

Students from seven surrounding counties and 78 different zip codes, in both Kansas and Missouri, travel to Pembroke Hill each day. These students represent a variety of socioeconomic, religious, ethnic, and racial backgrounds; students of color represent 30 percent of the school population. Over 100 current students have at least one parent who was born outside of the United States.

Pembroke Hill has a strong commitment to community service, from the youngest students through upper school. Sixty hours of service during upper school are required for graduation. A large majority exceed this requirement.

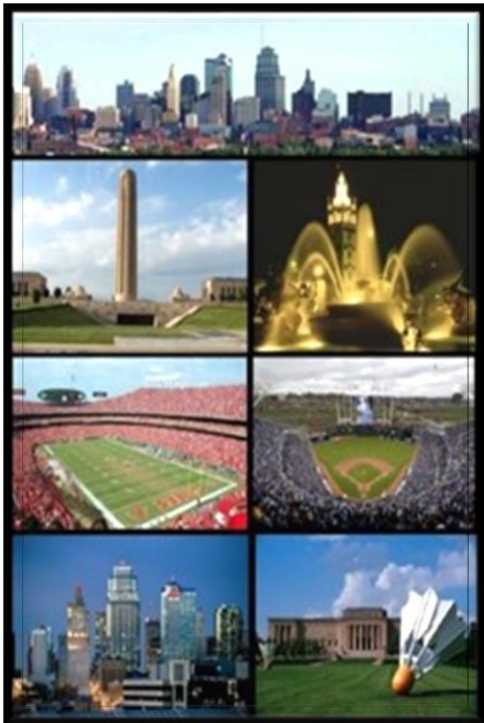
Click to view the [Pembroke Hill School Profile 2023 – 2024](#).

## LOCATION

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Geographically, this position will be located in Kansas City, MO. Kansas City has earned a reputation for being one of the best places to live and work in the nation.

Named one of the “Top 50 Best Places for Business and Careers” by *Forbes*, Kansas City offers a vibrant community of professionals working in areas of entrepreneurship, innovation,



and technology. The region has achieved numerous [national accolades](#) for high rankings in affordability, raising a family, the redeveloped downtown, technology, charitable giving, museums, sports facilities and culinary accomplishments.

Kansas City is home to many cultural opportunities and offers many state of the art facilities to house these world class performances. The nationally recognized [Nelson-Atkins Museum of Art](#) and the [Kauffman Center for the Performing Arts](#) are two examples with the “Kauffman” recently named one of the 15 most spectacular concert halls in the world - one of only two US sites listed in the publication.

Kansas City has three major league athletic teams (all of which play in remodeled or new stadium facilities) and an expanding and vibrant urban center.

## THE DIRECTOR OF MARKETING AND COMMUNICATIONS

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The Director of Marketing and Communications is responsible for facilitating short-term and long-term marketing and communications strategies that align with Pembroke Hill's Mission and Values and advance the school's recruitment, retention, and philanthropic efforts. The Director is charged with preserving the school's brand and ensuring consistency and continuity of institutional messaging. The Director reports to the Head of School and is a member of the Administrative Team.

### KEY RESPONSIBILITIES and ACCOUNTABILITIES

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- **Team Supervision:** Supervise a creative team (currently 4 positions) including areas of website management, social media, whole-school communications, video, and photography.
- **Strategic Vision:** Provide and execute strategic vision for internal and external messaging.
- **Marketing and Communications Plan:** Develop and implement annual marketing and communications plan.
- **Crisis Management:** Advise the Administration on issues of crisis management and communication.
- **Leadership Communications:** Manage communications from Head of School and Board of Trustees President.
- **Vendor Relationships:** Manage relationships with outside marketing and communications firms.
- **Media Relations:** Serve as the media spokesperson and manage media relations, including writing and distributing press releases, placing stories, and cultivating positive relations with local and national media.
- **Digital Presence:** Oversee management of the school's website and social media outlets, including content, analytics reports, and search engine optimization (SEO).
- **Brand Integrity:** Maintain editorial and graphic standards across school publications for branding reputation and integrity.
- **Advertising:** Manage all digital and print advertising initiatives.
- **Research:** Conduct demographic and market research as needed.
- **School-wide Communications:** Oversee school-wide communications, both print and electronic; collaborate with Admissions, Development, and Division Administrators on the production of all written and emailed materials.
- **Visual Content:** Oversee the management of photography and videography.
- **Storytelling:** Convey the depth and breadth of Pembroke Hill's programs through effective storytelling.
- **Content Creation:** Produce persuasive and creative content for collateral materials, advertisements (print and digital), and constituent correspondence.
- **Editing and Proofreading:** Finalize and approve print and electronic publications, including newsletters and the annual report.

- **Budget Management:** Manage the Marketing and Communication budget.
- **Board Participation:** Attend Board of Trustees meetings; serve as a primary member of the external relations committee.
- **Other Duties:** Perform other duties as deemed necessary.

## PROFESSIONAL REQUIREMENTS

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- **Education:** Bachelor's degree in Marketing, Communications, Journalism, or related field.
- **Experience:**
  - Significant and relevant experience in a mission-based institution.
  - Experience in leading and managing personnel to advance goals and objectives.
  - Experience in strategic communications planning and brand management.
  - Experience in leading and managing crisis communication.
  - Experience analyzing data to inform communications efforts.
  - Experience creating/publishing feature and news stories for print and digital platforms, including planning and strategizing content.
  - Strong background overseeing effective digital communications, including video, social media, and website development.
- **Skills:**
  - Demonstrated ability to lead a team and strategically collaborate across multiple departments.
  - Exceptional written and verbal communication skills.
  - Meticulous editing skills and attention to detail.
  - The ability to balance multiple projects with competing priorities under tight deadlines, including nonstandard hours, when needed.
  - Knowledge and experience in the application of Diversity, Belonging, Inclusion, and Equity (DBIE) communication practices.
  - Knowledge of publication design, journalistic style writing including AP style.
  - Proficiency in InDesign, Microsoft Office, Photoshop, and Illustrator.

## PERSONAL CHARACTERISTICS

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- **Commitment:** Eagerness and proven ability to embrace the Mission and Values of the school.
- **Energy:** Genuine enthusiasm and high energy level.
- **Professionalism:** High level of professionalism, integrity, and confidentiality.
- **Adaptability:** Flexibility and adaptability in a fast-paced environment.

## COMPENSATION

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Compensation will be competitive and commensurate with the experience level, credentials, and characteristics of the candidate. Pembroke Hills School offers an outstanding benefits package and retirement plan, four weeks' vacation, and a generous tuition remission plan as part of a complete compensation package.

## STATEMENT OF DIVERSITY

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Pembroke Hill School is committed to a culture that advances diversity, equity, and inclusion. We serve students from diverse backgrounds and seek to hire a diverse faculty and staff. This includes but is not limited to race, ethnicity, sexual orientation, gender identity, divers-ability, religion, spirituality, socioeconomic status, and national identity. Applicants must be committed to and passionate about diversity, equity and inclusion to contribute to academic success with inclusive excellence. Our aspirations include fostering the development of a school community that cultivates cultural humility. We promote self- awareness, knowledge of cultural and intellectual diversity and a willingness to advocate for others.



## APPLICATION PROCESS

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[CBIZ EFL Associates](#), an executive search firm, is assisting The Pembroke Hill School with this important search. All calls and inquiries should be made through the search firm. Nominations and applications will be held in confidence.

- **STEP 1:** Complete a brief online application (**2-3 minutes**):
  - [Click here for online application](#)
- **STEP 2:** Send us your letter of interest and résumé or curriculum vitae:
  - Send letter of interest and résumé or curriculum vitae in **PDF format**
  - Send to [ApplyEFL@EFLAssociates.com](mailto:ApplyEFL@EFLAssociates.com)
  - Email subject line should read “**Dir, MarCom, Pembroke Hill School Application**”
- Review of applications will begin immediately and will continue until the position is filled.
- The desired start date is negotiable.

## Confidential Inquiries

**Steve Waldron, JD**

Managing Director, Higher Education Practice  
816-945-5423 (direct) [swaldron@eflassociates.com](mailto:swaldron@eflassociates.com)

## Application Questions & Nominations

*If you would like to provide a nomination, please email all pertinent information (including an email address and phone number of the nominee) to:*

Edith Ketay

Project Manager

816-841-4001 (direct) [Edith.Ketay@eflassociates.com](mailto:Edith.Ketay@eflassociates.com)

## NON-DISCRIMINATION

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Our client and EFL Associates firmly support the principle and philosophy of equal opportunity for all individuals, regardless of age, race, gender, creed, national origin, disability, veteran status or any other protected category pursuant to applicable federal, state or local law.

**EFL ASSOCIATES**

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