

Interested applicants can submit to Lindsay Hargrove at lhargrove@pineywoods.org.



Job Overview

Do you have an entrepreneurial mindset? Then consider joining our forward-thinking team, a unique corps who prioritize learning, leadership, and love. The Piney Woods School is seeking an individual with the energy and passion to serve as Communications Director. The successful candidate will appreciate and embrace the school's history, mission, and values, but will also be committed to creating new possibilities for the school that will help to guarantee a strong and vibrant future.

The Piney Woods School was founded in 1909 on land known as the piney woods. The campus is located near Mississippi's capital city of Jackson, emphasizing educating the head, heart, and hands of every student through academic achievement, community service and occupational skills. The Piney Woods School endures today as the largest historically African American, independent, college preparatory, boarding school in the country.

Responsibilities for Communications Director:

- Manage the creation and development of:
 - Piney Woods School website
 - Press releases and white papers
 - Print and online advertising
 - Email marketing
 - Photography
 - Videos
 - Marketing collateral
- Oversee all internal and external communications, ensuring messages are brand consistent and engaging.
- Develop and implement integrated marketing communications campaigns and strategies.
- Define key performance indicators for each communications channel, monitoring and reporting the success of efforts.
- Create internal communications protocols and initiatives that will foster employee morale.
- Represent the organization at events and press conferences.
- Reach out to influencers, media and beyond to arrange story placements on a local, regional, and national level.

Qualifications for Communications Director:

- 7-10 years prior experience working in a marketing or communications role

- Strong writing, editing, proofreading, layout and design, professional printing/publishing skills are essential, including the ability to present concepts verbally



- Proven success designing and executing marketing and communications strategies and campaigns
- Up to date on industry trends and able to stay ahead of the curve
- Excellent organizational and project management skills and ability to meet deadlines
- Must be able to think analytically and strategically
- Capable of working well as part of a team as well as independently
- Great multitasker and capable of simultaneously managing multiple projects with different deadlines
- Familiarity or experience working with appropriate software is an asset.

Job Type: Full-time