**Marketing/Communications Manager Job Posting Description**

The Marketing and Communications Manager collaborates with Groves Academy leadership to create, develop, and implement communication and marketing programs, ensuring clarity and consistency in branding and positioning, with a clear identity that reflects the mission, vision, values, and philosophy.

On a daily basis, the Marketing/Communications Manager will be responsible for the following:

- Creates, develops and implements effective communication and marketing programs in collaboration with Groves leadership.
- Works closely with Advancement, Day School, Outreach, Admissions, and the Head of School to clearly articulate the unique place Groves holds in the Twin Cities community.
- Establishes and maintains a clear identity for Groves that reflects the mission, vision, values, and philosophy of the School.
- Translates established marketing objectives and strategies into developed brand portfolio objectives and plans. Facilitates brand and market share growth.
- Develops and implements content for a broad-based and balanced Marketing program, including print, electronic-based, website, media and public relations, and social media initiatives.
- Plans, develops, and implements the annual Marketing Department budget.
- Manages the use of external resources, e.g., advertising agencies, printers, etc.

We are seeking candidates with the following experience and credentials:

- Four-year degree in marketing, communications, public relations, English, or related field required.
- Three to five years’ minimum related experience in a progressively responsible professional marketing role required.
- Previous work experience in a non-profit or private school setting preferred.
- Two years’ minimum experience in a leadership role preferred.
- Previous experience with CMS programs, e.g., Concrete 5, or strong HTML background required.
- Two years’ minimum experience writing business communications/online communications required, including demonstrated success building and expanding an organization’s presence in a variety of social media, and measuring the results of that effort.

And the following knowledge, skills, and abilities:

- Comprehensive knowledge of developing and executing marketing programs, including experience with web-based initiatives and social media.
- Knowledge of print and online design and production, including AP (Associated Press) style.
- Able to clearly articulate brand features and benefits through written and graphic communication, presenting the uniqueness of Groves in a positive manner to differentiate School programs in our industry and community.
Excellent interpersonal, collaboration, and relationship building skills to interact effectively with a diverse group/variety of people and personalities inside and outside the organization. Able to effectively handle interactions at all levels and to respond appropriately in sensitive situations.

Strong computer skills, including Microsoft packages such as Word, Excel, PowerPoint, Internet, Google, and marketing management software.

Able to plan, prioritize, coordinate, and manage own work in a fast-paced environment. Able to work unsupervised, make high level decisions independently, and solve problems effectively and creatively.

This job is based in the west suburbs of Minneapolis and will require travel in the metro area.

To be considered for this position, please send your resume, cover letter, and salary requirements to pegorsm@grovesacademy.org.