



DIRECTOR OF MARKETING AND COMMUNICATIONS

SUMMARY

LOCATION | San Francisco, CA

POST DATE | February 12, 2025

START DATE | July 1, 2025

SALARY RANGE | \$100,000 - \$120,000

REPORTS TO | Head of School

SUMMARY

Community. Diversity. Inclusion. Creativity. Arts. Humanitarianism. Social justice. Love. Once you walk through the gates, it's easy to see why this school of preschool to 8th grade is so special. The School, with its adventure playground and large garden, sits in the heart of a vibrant urban neighborhood in San Francisco known as the Portola. For decades, the School has prioritized the arts, brought experiential and outdoor learning to life on and off its campus, and helped students not only find but express their true identity. At The San Francisco School, students and staff are on a first-name basis as a way of honoring the equality of each member of this very special village.

The San Francisco School seeks a marketing and communications expert for this senior leadership position to bring passion for the school's mission and sharing the story of the magic of SFS. The Director of Marketing and Communications will immerse themselves into the life of the school and then amplify the stories for our current and prospective constituents. This role is a highly collaborative one that requires both long-range messaging and the flexibility to respond quickly to keep our community informed. With a new strategic plan ready to launch next year and a website redesign underway, this is an exciting time to join SFS.

CORE VALUES

At the core of The San Francisco School are the values of culture, community, diversity, and belonging. From what we teach to how we teach it, we strive to model these values and instill them in our students.

These values are our lived experiences here at SFS, but we remain steadfast in the intentional effort to ensure that we remain true to our mission and values. Marketing and communications play a pivotal role in ensuring that we continue to be an equitable and inclusive community where all members feel that sense of belonging. There are a multitude of stories to amplify about how we live our core values day in and day out.

KEY STATISTICS

Founded: 1966

Location: 1.6-acre campus in San Francisco, CA, in the culturally and demographically diverse Portola neighborhood

Campus: 52% of the campus is dedicated to outdoor space including preschool and kindergarten play yards; adventure playground featuring a 50-ft slide, fruit trees, Field Station and barn; facilities include state-of-the-art theater and gym, rainwater cistern, and solar panel system

Students: 282 students in preschool through 8th grade; 65% are students of color

Admission: Average acceptance rate of 24% over the last three years; 95% retention rate

Faculty and staff: Student-to-faculty ratio of 6:1; 68% of faculty hold advanced degrees; average tenure is 11 years; 55% staff of color; more than \$140,000 spent on professional development annually

Operating budget: \$12,300,000

Financial aid: \$1,900,000 awarded to 27% of SFS families

Endowment: \$9,500,000

OUR EDUCATIONAL PHILOSOPHY



CURIOSITY

Students are natural explorers. We encourage students to ask meaningful questions and structure experiences for them to arrive at their own moments of discovery.



CHALLENGE

Students take great pleasure in progressing toward mastery. We cultivate learning by designing lessons with varied and increasing complexity.



COLLABORATION

Students grow through working with others. We model and teach teamwork, cooperation, and problem solving across grades and disciplines.



COURAGE

Students are empowered when they face their fears. We urge students to take risks and embrace their mistakes.



COMPASSION

Students are capable of astonishing kindness and empathy. We inspire students to think beyond themselves and believe that their actions make a difference.

A NEW STRATEGIC PLAN

The San Francisco School has recently undergone the introspective process for reaccreditation by the California Association of Independent Schools (CAIS). With this self-assessment and recommendations from the visiting CAIS accreditation team, families, staff, and trustees will create our next strategic plan during the 2024-25 school year.

The last plan, *The Strategic Plan 2017-2022: Fulfilling Our Humanitarian Promise*, addressed the evolving demographics of the city and a world of increasing technological advances. Initially, it served as a compass, inspiring teaching and learning, advancing diversity and belonging, and deepening our engagement with the city of San Francisco. It prepared the School well for the pandemic when support for students and staff, a major programmatic pivot, and expanded spaces were critical.

Until the next strategic plan is created, the SFS Board of Trustees has approved six bridge initiatives to guide the School in the interim. These short-term initiatives are the product of input provided by school families, staff, and trustees. Intended to be ambitious but achievable they will help advance the work focused on people, program, and place.





THE BRIDGE INITIATIVES

PEOPLE

- Strengthen systems of support for staff so that SFS is a place where staff can thrive in the long term
- Assess and sustain the school's diversity, equity, inclusion, justice, and belonging efforts in order to attract and retain a diverse community of staff and students

PROGRAM

- Effectively structure and sustain continuity in all programs from PS-8th grade so that the School has the most relevant curriculum, and teaching becomes even more interdisciplinary, collaborative, consistent, and resilient to turnover.
- Develop scope and sequence of cross-disciplinary literacies for students, staff, and families across the PS-8th grade years

PLACE

- Maximize efficiency of campus resources by optimizing footprint and identifying ways to reduce environmental impact
- Enrich engagement with the Portola so that the SFS campus and community can serve as a resource to the neighborhood

SPECIFIC DUTIES AND RESPONSIBILITIES

- Engage as a member of the Advancement team
- Develop, refine, and manage the school's messaging priorities and written content
- Manage and monitor the school's webpage, www.sfschool.org, and the school's communication platform, ParentSquare
- Collaborate with the School's administrative team, faculty, and staff to develop and execute initiatives, remain current on key issues, and to cultivate positive relationships with the school's community members
- Train and support new and existing staff, parents, and trustees on communications platforms as necessary, e.g. website and ParentSquare
- Liaise with outside vendors of web-based programs such as Morweb and Constant Contact
- Produce and manage all published materials, including the *Tuesday Note Home*, an electronic parenting adult newsletter; the *Friday Forecast*, the staff newsletter; and *The Gaven Street Gazette*, the bi-annual magazine, including the Annual Report; collateral for Advancement office initiatives; and information resources such as school handbooks
- Work with the Director of Enrollment Management to assist with the development and production of admissions collateral
- Design graphics for presentations, events, and communications, and liaise with external graphic design firm as necessary
- Document, share, and archive campus activities and events
- Photograph and manage the collection of photographs and videos for the school's website, print publications, and archives
- Manage school photo day (MugsyClicks)
- Maintain the school's social media strategy and manage the school's social media presence including, but not limited to Instagram, Facebook, and LinkedIn
- Monitor the school's online presence and manage reputation
- Liaise with and guide faculty to highlight happenings in the classrooms through various mediums
- Maintain and implement the school's Style Guide, using consistent standards in all publications and templates
- Attend and assist in the execution of major school events

QUALIFICATIONS

- Minimum Bachelor's Degree, advanced degree preferred
- Independent school/nonprofit experience
- Ability to communicate effectively with school representatives, parenting adults, students, alumni, trustees, and donors
- Excellent writing and editing skills
- Attention to detail and outstanding organizational skills
- Excellent computer skills, including proficiency with Google Suite, Canva, and comfort with databases, social media, and emergent technologies with proficiency in Adobe Suite a bonus
- Experience with digital photography, graphic design, and video production
- Sound judgment relating to confidential projects, personnel, school, and student matters
- Ability to be a self-starter and work independently
- Ability to multitask, meet deadlines, and manage many different projects and timelines
- A cooperative team approach with colleagues and a willingness to take on responsibilities beyond those explicitly defined

OPPORTUNITIES AND LOOKING AHEAD

- Develop a social media strategy
- Review and propose the arc of communications throughout the school year
- Review systems of communications with fresh eyes
- Consider communications strategies to engage families unfamiliar with SFS





HOW TO APPLY

Please find more about the School and career opportunities at www.sfschool.org/careers. Interested candidates should email the following to jobs@sfschool.org

- Cover letter introducing yourself to The San Francisco School search advisory committee
- CV or résumé
- A list of four references (include each person's name, organization, title, phone number, email, and connection to you)
- Leadership statement that addresses the following prompt: How would you lead change at a school with 1) a well-established set of core values, 2) a deep sense of community, identity, and mission, and 3) a bold strategic plan?



SCAN to access
www.sfschool.org/careers

ACCREDITATIONS AND ASSOCIATIONS

California Association of Independent Schools (CAIS)

National Association of Independent Schools (NAIS)

California Teacher Development Collaborative (CATDC)

People of Color in Independent Schools (POCIS)

National Business Officers Association (NBOA)

California Independent Schools Business Officers Association (Cal-ISBOA)

Council for Advancement and Support of Education (CASE)



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