

Harpeth Hall

Communications Manager

Reports to: Director of Strategic Communications

Job Summary: This is a full-time position that manages marketing and communication projects in support of the various departments and divisions on campus. This position is responsible for creating content for a variety of communication channels and manages the Communications job queue. This is a full-time, 12-month, non-FLSA exempt position.

Responsibilities:

- Support the Director of Strategic Communications in executing and maintaining Harpeth Hall's Communications strategy and calendars.
- Capture content (photos, video, reporting on events) and create content for communications channels: website news stories, newsletters, social media posts, stand-alone emails, website landing page copy, print piece copy and *Hallways*.
- Responsible for compiling weekly *@Harpeth Hall* newsletter, monthly division newsletters (*Inside the Hall for MS* and *Inside the Hall for US*), monthly *HHPA newsletter*, and ensuring these newsletters are given to the Director to edit in a timely manner and distributed to the intended audiences on time.
- Supports the departments and school divisions on a variety of multi-channel communications projects and stand-alone and one-off requests. Work with the Director on the project strategy and timelines, and coordinate with the departments and divisions on the execution of the project layers. Examples include: emails, slide shows, videos, photography, and content for event programs, posters, landing pages, newsletters, social media, and the website.
- Supports the departments and school divisions on the communication and promotion of a variety of events. Working with the Director, the department contacts and event chairs to determine the level of support needed; includes (but not limited to) support of public purpose and service learning initiatives and events, and HHPA community events.
- Joins the Communications team in staffing and supporting major Harpeth Hall events such as Step Singing, Graduation, Sunday on Souby and other school-wide events.
- Assists with the coverage of campus activities and the promotion of events via social media and website news stories.
- Oversee the Strategic Communications project queue and update project timelines for the department, serving as a traffic manager for the team.
- Manager of photography uploads and Smug Mug uploads.
- Perform other duties as assigned by the Director of Strategic Communications.

Qualifications:

Bachelor's degree required in related field

Strong writing and communication skills

Strong project management and problem solving skills

Experience writing and creating content for a variety of communication channels including website, social media, and print

Experience with content management systems and email providers such as Emma, Constant Contact, Blackbaud, etc. preferred

Experience with social media management tools like Hoot Suite or Sprout Social

Experience creating targeted social media campaigns and tracking results

Excellent interpersonal and customer service skills

Proficient in Microsoft Office Suite required; experience in HTML, Google Analytics, Prezi, and video production software preferred

Ability to think strategically, demonstrate initiative, anticipate needs, and meet deadlines

Ability to multi-task and juggle multiple projects with consistent follow-through

Ability to work both independently and as part of a team

Ability to remain calm and supportive in times of tension and stress

Ability to communicate effectively with both adults and students

Ability to multitask, establish priorities, and meet deadlines in a fast-paced environment

Strong documentation skills and attention to detail

Ability to develop strong partnerships with members of other departments

Ability to maintain a positive attitude, a strong commitment to customer service, and professionalism always

Professional Development and Leadership:

- Represent Harpeth Hall and the Communications department in a positive manner.
- Remain current on communication, social media, website skills and industry trends, attending training and conferences regularly.
- Establish and maintain cooperative and effective working relations with all departments, constituents, and colleagues.