



Walter Shuchatowitz z"l, *Founding Principal*
Rabbi Tzvi Bernstein, *Head of School*

Director of Communications

Bi-Cultural Hebrew Academy (BCHA) is a 68-year-old, Pre-K through 12th grade, co-educational Jewish community day school guided by the principles of Modern Orthodoxy. We are located in beautiful Stamford, Connecticut, and serve over 360 students from across Connecticut and New York. BCHA is known for the excellence of its academic programs, student achievement, and its broad co-curricular offerings. BCHA is situated on an attractive 13-acre campus located 43 miles from midtown Manhattan.

We are currently seeking a dynamic, highly skilled, visionary leader to serve as Director of Communications, effective immediately. The Director of Communications will play an integral role in maintaining, marketing, and communicating the school's positive image to the current and prospective local and broader school community.

Requirements:

Implement and maintain the school's marketing and branding strategy with consistency of messaging in communications and materials across all media to elevate the school's visibility.

- Maintain the school website, including creating and updating all content; liaise with IT for all technical coordination of site updating; coordinate and maintain a school calendar for parents/students/community
- Coordination of the school's social media postings, ensuring frequency, predictability, consistency of messaging and appearance
- Fulfill photography and basic videography needs for website, social media, printed materials, publicity, emails, and events; maintenance of photo and video files
- Craft press releases, news stories, and bulletin announcements; ensure print and digital placement across all media to promote school programs, accomplishments, and events, and to advance the school's visibility; maintain a calendar of deadlines
- Design and secure placement of print and digital advertising to promote the school and its events; work within budget
- Assist with design/creation and vendor coordination for the production of marketing materials including brochures, flyers, postcards, posters, banners, signage, and more per the needs of Admissions, Marketing, Fundraising, and staff
- Create and compile content for the school's weekly e-mail blast
- Oversee distribution of school materials throughout the community as appropriate
- Coordinate and implement a basic school "style guide" for teachers and administrators to ensure consistency of appearance of messaging

Experience and Preferred Qualifications:

- At least 5+ years of experience in communications, preferably working in a school or non-profit organization
- Minimum of a bachelor's degree in journalism, public relations, marketing, communications, advertising or a related field
- Strong interpersonal, organizational and time-management skills
- Strong oral and written communication skills; sharp-eyed editor skilled at catching errors
- Experience in photography, videography and graphic design
- Knowledge of digital communication/social media/website operations
- Ability to work under strict and constantly changing deadlines
- Adherence to the highest standards of discretion and confidentiality
- Ability to work outside of standard business hours as needed
- Proficient in PhotoShop, social media management, WordPress, ConstantContact, Microsoft Office, Adobe Creative Suite, Google Office Suite, Blackbaud experience is highly preferred
- Maintain outdoor Marquis with current and relevant information

Compensation: Salary is commensurate with experience.

Benefits:

- 401(k)
- Dental insurance
- Health insurance
- Health savings account
- Paid time off
- Professional development assistance
- Retirement plan
- Vision insurance

Reports to: Head of School

To apply, please send a cover letter and resume to employment@bcha-ct.org