



Marketing and Communications Specialist

The Marketing and Communications Specialist will be responsible for leading the strategic, tactical, and day-to-day marketing, digital media, brand development and communication efforts throughout the school. The ideal candidate will be adept at communicating the ANS mission and core values to a wide variety of audiences for the purposes of building community and pride with our current ANS families and staff while expanding our brand beyond the school community.

Key Responsibilities

- Assist in creating the vision of ANS and aligning marketing strategies with our goals and objectives.
- Collaborate with the Admissions Office on admissions themed advertisements, marketing materials, and events to generate leads.
- Champion changes in curriculum design and delivery in conjunction with administrators through various forms of media.
- Maintain common editorial and graphic standards across school publications for branding reputation and integrity.
- Effective storytelling to convey the depth and breadth of all programs for internal and external audiences.
- Develop, implement, and monitor comprehensive marketing and communication plans, in conjunction with the leadership team.
- Manage social media platforms such as Twitter, Facebook, Instagram, and YouTube
- Plan and execute programs that enhance the visibility and public perception of ANS.
- Author and develop content for brochures, newsletters, and other internal/external communications.
- Strategic visioning for all of the School's internal and external messaging.
- Management of School's graphic identity, in conjunction with the Graphic Design Specialist.
- Editing for print and electronic publications.
- Management of the School's website and social media outlets to include oversight of postings, traffic generation and Search Engine Optimization.
- Public relations efforts, which entail media and community relations, publications, press relations, advertising, videography, photography, and other printed materials.

- Manage relationships with outside vendors in support of the marketing and communication plans.
- Oversight of all School photography.
- Develop and manage a strong alumni database.

Preferred Qualifications

- Bachelor's Degree in Marketing, Advertising, Public Relations or Communications
- Fully Bilingual (English and Spanish)
- Minimum 3-5 years' experience in marketing, communications or public relations
- Knowledge of HTML; coding experience a plus
- Knowledge of Google Ads and Google Analytics
- Detail-oriented, excellent organizational and communication skills
- Excellent writing and editorial skills as well as an eye for publication design
- Demonstrated experience in Mission-based programs and communication
- Experience in the design of both print, digital, and web-based communications
- Demonstrated ability to collaborate with other divisions and/or departments within an organization