



SOUTHERN TEACHERS AGENCY

... when only the best will do!

**Director of Communications and Marketing Oversight
Madeira School
McLean, Virginia
www.madeira.org**

Southern Teachers Agency is assisting Madeira School in the search for their next Director of Communications and Marketing Oversight. Founded in 1906, Madeira is one of the nation's top secondary schools for girls and enrolls approximately 300 boarding and day students in grades nine through twelve. The school has a long tradition of rigorous academics and is home to one of the country's oldest experiential learning programs, known as Co-Curriculum. The mission of Madeira School was clearly envisioned by founder Lucy Madeira. She believed that it was both the school's duty and privilege to help young women to understand their changing world and to have the confidence to live lives that are of their own making, their own passions, and their own dreams.

The Director of Communications is responsible for providing leadership in articulating and promoting the school's goals, vision, and image to all constituents. Key responsibilities include:

- Coordinate all communication efforts institution wide, collaborating on project management, production, and public relations; serve as the school's editor for major communications and publications (including the school's website) and ensure brand consistency
- Maintain a deep understanding of all aspects of school life, emerging programs, events, and major decisions in order to effectively communicate and market the Madeira
- Maintain a strategic and integrated relationship with the school's enrollment and advancement efforts
- Serve as the school's media liaison
- Manage the use of vendors to accomplish the marketing and communications goals
- Develop and manage the annual marketing and communications budget
- Advise and support other offices on their internal and external communications efforts
- Supervise the electronic communications manager
- Serve on the marketing and crisis teams
- Perform other related duties as assigned

Madeira seeks candidates with five to seven years of experience in communications and marketing, preferably in the non-profit sector. Interested applicants should submit by email an [STA application](#), current resume, list of references, and personal statement to

Mr. Jamie Estes
Estes@SouthernTeachers.com

This position begins in July of 2012.