



POSITION AVAILABLE **Director of Marketing** **THE PUTNEY SCHOOL**

The Putney School is seeking a **Director of Marketing**, a twelve-month position to begin work on or before November 1, 2025. The Director of Marketing is responsible for crafting messages and sharing stories aligned with those messages. This individual oversees and actively participates in the creation, design, upkeep, and production of all school publications. The director oversees all advertising, publicity, and public relations and takes the lead in crisis communications.

About The Putney School: Putney is a progressive boarding school for 225 hardworking and curious students in Putney, Vermont. Hands-on learning is embedded in the school's culture: a working dairy farm, expansive arts offerings, a robust work program, miles of wooded trails, and large solar arrays serve our curriculum. Employees are also part of an intentional residential experience that values belonging and community. We seek applicants who find joy in their work and help others realize how much fun authentic, student-centered learning can be. The school cultivates and sustains an educational community that values differences. Community members explore how they contribute to building a home at Putney where everyone, especially those from historically-marginalized populations, can honor their individual racial, gender, ethnic, and socio-economic identities. Putney recognizes this is difficult, communal work. The school supports all its employees in developing this critical skill set.

Responsibilities:

- Collect and use data to build annual messaging strategies and plans that align with institutional external communication goals
- Ensure external constituents (families, alumni, and philanthropic supporters) receive regular content and event updates from the school
- Create and collect stories, images, and video content
- Build the school website, social media posts, and print publications, ensuring seamless user experience and coherent messaging, brand integrity, quality, and consistency
- Hire and manage the work of outside designers, printers, photographers, mailing houses, etc.
- Represent the school at key school programs and fundraising, admissions, and community events (some evening and weekend work required)
- Serve as a member of the school's Emergency Response Team
- Stay current on industry standards and innovation through a commitment to ongoing professional development
- Support development and admission efforts, and summer program marketing

Priorities:

- Ensure the school communicates its value proposition in ways that align with the desires of target audiences.
- Increase "buzz" about Putney in current and new markets.
- Grow the size of the inquiry pool among target demographics.
- Deliver tailored messages to the families and students who might be attracted to Putney based on their environment and interests, and where they spend their time.

Benefits:

- Salary ranging from \$70,000 to \$100,000 depending on experience.
- Health benefits, paid vacation, and 403(b) retirement plan contributions.
- On-campus housing is possible.
- Professional development opportunities.

Qualifications:

- BA or higher, with five or more years of experience in the field of marketing and communications, preferably in a non-profit or educational setting



POSITION AVAILABLE
Director of Marketing
THE PUTNEY SCHOOL

- Management experience, holding responsibilities for budgets
- An appreciation of residential education, particularly in a progressive setting, is preferred.
- Candidates must be versed in, or quickly learn Wordpress, Canva, Lightroom, Photoshop, Instagram, Facebook, and LinkedIn.
- Ideal candidates will possess ease with internet and artificial intelligence tools, a commitment to their work, an ability to use data to create messages and find stories to support them, maintain confidentiality, and expertise communicating a vision while paying attention to detail.

How to Apply: We will begin reviewing applications upon receipt and continue until the position is filled. Please share a cover letter and resume to employment@putneyschool.org