

HILL SCHOOL

Hill School of Fort Worth is looking for an **Engagement and Communications Specialist** to effectively and creatively communicate the Hill School story. Located in southwest Fort Worth, Hill School is a college preparatory, private school for K-12 students with dyslexia, dysgraphia, dyscalculia, ADHD, high-functioning ASD and other learning differences. This position could be the perfect opportunity for a new or recent graduate to help the school establish a community engagement plan or for an experienced professional looking to make a career change and who has a heart for a small school with amazing, hard-working students.

We are hopeful that you'll consider Hill as your first choice employer. Check out our website at: www.hillschool.org

Engagement and Communications Specialist, Hill School

Reports to: Head of School

Goal/Objectives: This position is responsible for initiating, directing, and implementing a comprehensive range of activities that grows and strengthens the unique work of Hill School.

The primary objective of the Engagement and Communications Specialist role is to effectively communicate the compelling Hill School story for the attraction of new students, the retention of current students and the growth of fundraising.

This position requires the ability to integrate and implement a coherent and dynamic engagement program through positioning key messages by: generating creative content, composing and editing communications, developing and handling media relations, leveraging social media, initiating stakeholder outreach, and planning and facilitating events.

Primary Responsibilities include:

Communications

- Build public awareness of Hill School
- Design, steward, and implement the ongoing communications and strategic engagement plans aligned to Hill School goals
- Achieve Hill School's objectives by successfully deploying a wide range of communications and outreach capabilities through:
 - Printed publications; including brochures, annual reports, fact sheets, etc.
 - Social Media and Website: Blog, e-newsletter, social media platforms
 - Publicity, advertising, promotional activities
 - Video/Photography productions
 - Media relations, interviews, articles, and opinions

Engagement

- Ensure that Hill School's communications and engagement initiatives fully align and strengthen Hill School's mission, vision, programs, and partnerships
- Develop and manage positive and effective relationships with all stakeholders to advance Hill School's mission
- Represent Hill School through meetings and presentations
- Plan and facilitate meetings and conferences with stakeholder groups
- Collaborate with Director of Enrollment Management and Director of Development to develop strategies to recruit prospective students and engage committed alumni and families

Qualifications and Skills

Bachelor's degree required, must have the ability to think innovatively and creatively, and be a strategic collaborator. This position has the opportunity to inform and influence marketing and communications initiatives across a broad spectrum of external audiences and internal constituent groups. As such, the ideal candidate will have multidisciplinary skills and experience, including:

- Expertise in strategic social media planning and implementation
- Media relations and publicity
- Videography and photography
- Writing experience for a variety of audiences and media
- Demonstrable publications management and budgeting

Additional Responsibilities

- Work as an active team member to support all school efforts.
- Proficiency in Microsoft Office products expected. Work schedule is Mon-Fri, 8 a.m. to 4 p.m., but should allow flexibility to include some evenings and weekend events.
- Full-time position. Competitive salary and comprehensive benefits package is provided.
- Valid driver's license and access to reliable transportation required. Must be able to pass background check.

To apply, submit resume, cover letter and writing sample to Joanna Gant at jgant@hillschool.org.