



ALBANY LEADERSHIP

CHARTER SCHOOL FOR GIRLS

A 6-12 Academy of Excellence

POSITION TITLE: Marketing and Communications Associate

REPORTS TO: Director of Advancement

CLASSIFICATION: 12-month Employee

MISSION

The mission of Albany Leadership Charter School for Girls is to prepare young women to graduate from high school with the academic and leadership skills necessary to succeed in college and the career of their choosing.

Values

College Readiness

Leadership

Empowerment

Accountability

Resolve and Resiliency

Vision

Albany Leadership Charter High School for Girls will be a recognized leader in single-sex secondary education for young women. It will foster a community of scholars dedicated to life-long learning and committed to improving their communities through their pursuit of post-secondary endeavors.

Commitment to Excellence

ALH is a family with the highest of expectations for our daughters, particularly in regards to academic achievement. Our goal is to position our girls so that their senior year can be focused on successfully transitioning to their post-secondary pursuits. If we set the standard, our daughters will rise to the challenge. We emphasize the importance of leadership through scholarship and service. "One leader changes everything" is not just a slogan students hear; it is a belief they are taught to manifest.



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All Girls

There are three major advantages for girls who are educated in a single gender school, include: expanded educational opportunity, custom-tailored learning and instruction, and greater autonomy of thought and expression. Single gender schools help to foster an environment where their students think for themselves and take control of their own lives. By eliminating false gender stereotypes, all female schools can liberate and empower their girls to explore various subjects and pursue excellence in all disciplines. It is for these reasons that ALH believes that the opportunity to experience a single-gender education, should be one that is offered freely to any and all girls who would choose it.

POSITION DESCRIPTION:

Summary:

The Marketing and Communications Associate is responsible for managing and planning efforts in marketing and communications that will advance Albany Leadership's mission and goals. Reporting to the Director of Advancement, the Marketing and Communications Associate helps execute the design and implementation of a comprehensive, results-oriented communications and marketing plan that includes deepening relationships with families, students, staff and prospective families.

This position is responsible for working closely with the Director of Advancement in all aspects of marketing, communications, enrollment and recruitment activities. This includes providing strategic insight of social media, external communications and marketing activities. Additionally, the Marketing and Communications Associate helps manage external communications and community relations to ensure that the school has a clear and consistent message.

Background and Experience:

- Bachelor's Degree or commensurate experience in Communications and/or Marketing.
- Experience with Social Media platforms.
- Experience working with a diverse population.

Communications

- Develops fresh story ideas.
- Creates organization literature and other forms of communication.
- Recommends, implements and maintains website design.
- Defines the vehicles for communicating with all constituent groups.



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- Oversees alumni and parent communications and provides vehicles for more effective Board and staff communication.
- Develops communication vehicles that allow staff and Board members to provide feedback and that promote transparency in the feedback that is being provided.
- Copyedits, proofreads, and revises communications.
- Manages all social media content.
- Manages content on the school's website in relation to informing families.

Advertising/ Marketing:

- Works with advertisers for timely and usable ad submissions.
- Designs and launches email marketing campaigns.
- Develops marketing communications campaigns.
- Creates marketing and promotional materials, both in print and digitally.

Development:

- Designs, implements and manages a campaign to establish the school's brand recognition.
- Designs, implements and manages the school's visibility, media and marketing campaigns for the purpose of fund development and recruitment.
- Has oversight of the design and production of the school's newsletter, website, and social media platforms geared towards donors and prospective donors.
- Works with the Director of Advancement in the design and production of the Development Annual Report.

Enrollment:

- Continuously updates social media accounts and websites with enrollment information.
- Designs communication strategies for enrollment-based activities.

Community Engagement

- Oversees external communications activities, including community relations events and public relations announcements.
- Demonstrates a deep respect for, and ability to articulate, the mission and core values of the school and commitment to academic excellence in a charter school education, along with the Board's and School Leader's vision on the strategic direction of the school.
- Positions advancement opportunities and integrates messages in news articles, publications, grant submissions, reports, and collateral materials.
- Promotes Albany Leadership through public relations initiatives.
- Creates and delivers press releases, media relations content, newsletter content, social media content, and speaking proposals.
- Identifies, develops and executes communications strategy for key media contacts.
- Researches media coverage and industry trends.
- Conducts extensive media outreach.

Other duties as assigned.