



Columbus Academy

Ready to thrive.

4300 Cherry Bottom Road, Gahanna, Ohio 43230 · columbusacademy.org

Director of Marketing

Apply online at columbusacademy.org/apply

About Columbus Academy

Recognized as a premier independent school in the nation, Columbus Academy has, since its founding in 1911, exemplified the country day school educational model. The heart of this model is the idea that the best interests of children are served when home and school work together.

At Columbus Academy, parents are integral members of our community. In our welcoming school, fully dedicated to the development of young scholars, athletes and artists of every kind, parents find what they are looking for: The school to trust with childhood.

We believe that [diversity, inclusion, equity and justice](#) are essential measures of our excellence. Our goal is not to mold young minds but to light them on fire.

[Visit us](#) and you will see this in [the way we teach](#) and the way [our 231-acre campus](#) is designed — the light, the energy and the interconnectedness of our mindfully designed learning spaces that allow for children to gaze out to the open sky.



Our Mission

Columbus Academy — an independent, coeducational college preparatory school — enriches its academic tradition of excellence by valuing a broad diversity of students as it seeks to develop the complete person: mind, body and character. The school rewards rigorous effort and accomplishment, fosters compassion, respect and moral courage, and insists on integrity, fair play and community service. Academy strives to develop and sustain a community of thoughtful, responsible, capable and confident citizens eager to engage in a pluralistic and ever-changing world.

At a Glance

Founded: 1911
Enrollment: 1,162 students
Ages: 3YO–Grade 12
Students of Color: 48%
Total Tuition Assistance: \$4.8M

Quality of Life in Columbus

Columbus is the 14th largest city in the United States with a population of 879,170. The city is perfect for active lifestyles, having invested \$20 million to develop a growing system of bike and fitness trails that connect the suburbs and river trails to downtown's \$44 million riverfront park system restoration. Columbus is gaining nationwide recognition for its historic neighborhoods, booming downtown arts and sporting districts, open attitude and a noticeably affordable quality of life. Check out our [Guide to Columbus!](#)



Position Description

Columbus Academy (Academy) seeks a full-time Director of Marketing (Director) with responsibilities to begin upon hire and successful completion of a background check.

Reporting to the Assistant Head of School for Development and working within a team that includes communications, fundraising, alumni relations and parent relations, the Director will be expected to carry out the following responsibilities:

- Develop, implement and lead strategies for data-led marketing initiatives to advance the Academy brand, articulate clear messaging to internal and external constituencies, elevate the school's visibility locally and nationally, and serve as the main contact with outside agencies and consultants
- Work closely with the Assistant Head of School for Development and other key administrative team members in developing strategic marketing plans and executing programs
- Actively participate in – and in some cases oversee – the creation, design, budget and production of regularly produced admissions materials and school publications
- With the Director of Enrollment Management, design strategies and implement plans to increase student applications and maintain prospective student and family interest
- With the Assistant Head of School for Development, design strategies and implement plans to capitalize on increased visibility and clear branding of the school to drive philanthropy
- Plan for and deploy digital activities related to marketing and advertising: website, online campaigns, email marketing, social media and digital content production
- Establish guidelines for all departments, activities and school events and among professional and volunteer leadership
- Ensure brand and messaging quality and consistency
- Plan and manage the marketing budget in order to minimize costs, to include bidding out production of materials, when appropriate, to outside vendors
- Work with the communications office in all aspects of the school's print and electronic communications, ensuring brand and logo continuity
- Oversee the work of graphic designers and print vendors in production of printed materials and web visuals
- Serve as the school's spokesperson when so designated by the Head of School
- Learn and understand the Columbus Academy mission and philosophy; thoroughly know the history, culture, traditions and constituencies of the school
- Engage actively in professional development in order to remain current in best practices related to independent school communications, emerging social media, and effective marketing and advertising strategies

Qualifications

Preferred candidates will possess the following qualifications:

- A bachelor's degree from an accredited college or university in a field related to marketing and branding; an advanced degree is preferred
- Five or more years of increased leadership experience in marketing and branding, preferably in an independent school or other nonprofit organization
- Outstanding speaking, writing and editing skills
- Deep knowledge of the principles of marketing and branding as well as fluency in using social media effectively and working with design and brand companies
- Ability to develop, monitor and adhere to budgets and production schedules
- Demonstrated success in managing multiple projects with shifting priorities and competing deadlines

Personal Characteristics

A successful candidate will be:

- A mission-driven individual committed to Columbus Academy values
- A good listener and strategist; comfortable receiving input from many sources, and able to analyze and formulate disparate information into a sound, well-organized plan
- Determined yet respectful of others' concerns; someone with the flexibility and creativity needed to find alternative ways to reach objectives when barriers arise; a skilled negotiator who does not drive him/herself or others into a corner
- A team builder – confident and competent, with strong skills in management and leadership; one who understands the subtleties of motivating and directing a diverse group of personalities with different work styles
- A hard worker with a high energy level; a “doer” with a willingness to work hands-on in developing and executing a variety of activities
- Emotionally mature with a very good sense of humor and the flexibility and sensitivity to work with diverse personalities and situations

Columbus Academy believes strongly in the principles of diversity, equity, inclusion and belonging. We strive to foster a diverse campus community, which recognizes the value of all persons regardless of religion, race, ethnicity, gender, sexual orientation, disability or socioeconomic background.

Legal requirements: All Columbus Academy employees must pass required criminal records checks. Where appropriate, individuals will also be required to provide proof of academic credentials.

