
POSITION ANNOUNCEMENT

Marketing & Communications Manager

K–8 Jewish Day School | Full-Time | Exempt

Position Summary

The Marketing & Communications Manager serves as the strategic architect and primary steward of the school's brand, reputation, and voice. This is a high-impact, mission-driven role responsible for developing and executing a comprehensive marketing strategy that advances enrollment and retention goals, deepens community engagement, and positions the school as a premier Jewish day school in the Baltimore area. The ideal candidate brings a blend of creative vision, analytical discipline, and a deep appreciation for Jewish values and day school culture.

Core Responsibilities

Brand Management & Strategy

- Own and evolve the school's brand identity, ensuring consistency across all touchpoints — print, digital, environmental, and verbal messaging
- Develop and maintain comprehensive brand guidelines and train staff on proper brand usage
- Lead the creation of compelling brand narratives that authentically reflect the school's Jewish mission, academic excellence, and community values
- Conduct periodic brand audits to assess perception, identify gaps, and recommend strategic enhancements
- Partner with school leadership to align brand positioning with the school's strategic plan

Marketing Strategy & Campaign Execution

- Design and implement an integrated annual marketing plan encompassing digital, print, social, event-based, and community outreach channels
- Manage and optimize all digital marketing efforts including SEO/SEM, social, email marketing, and display advertising
- Produce and oversee high-quality creative assets including photography, video, graphics, copywriting, and print collateral
- Develop and manage the marketing calendar in coordination with the academic and admissions calendars
- Establish and track KPIs for all campaigns; analyze performance data and present insights and recommendations to leadership
- Oversee the school's website — ensuring content is current, engaging, strategically structured, and optimized for search
- Partner with the KSDS Board Marketing Committee

Lead Generation & Enrollment Marketing

- Partner closely with the Director of Admissions to develop and execute a robust prospective family pipeline strategy
- Create and manage targeted campaigns to generate awareness and inquiries among Jewish families in the region

- Build and maintain a CRM-driven approach to lead nurturing, from initial inquiry through enrollment
- Develop compelling open house, shadow day, and event marketing to drive prospective family engagement
- Leverage community partnerships — synagogues, Jewish organizations, preschools — for referral and awareness marketing
- Analyze enrollment funnel data to identify drop-off points and refine messaging and tactics accordingly

Institutional Communications

- Serve as the primary writer and editor for all major school communications, including school newsletters, annual reports, and donor communications
- Develop and execute a communications strategy for each key audience: current families, prospective families, alumni, donors, faculty/staff, and the broader Jewish community
- Manage and grow social media channels with a consistent content strategy that celebrates school life, academic programs, and Jewish culture
- Oversee crisis communications in coordination with school leadership, ensuring timely, accurate, and transparent messaging
- Lead the production of major print publications including the viewbook, and fundraising materials
- Maintain and strengthen media relationships to secure positive press coverage in local, regional, and Jewish community outlets

Qualifications

Required

- Bachelor's degree in Marketing, Communications, Public Relations, Journalism, or a related field
- 5+ years of progressively responsible experience in marketing and/or communications, with ideally 2 years in a leadership or strategy role
- Demonstrated success developing and executing integrated marketing campaigns from concept through measurement
- Exceptional writing, editing, and storytelling skills across a variety of formats and audiences
- Proficiency with digital marketing tools: Google Analytics, email marketing platforms (e.g., Constant Contact, Mailchimp), social media management tools, and CMS platforms
- Strong visual communication sensibility; experience working with designers or managing creative production
- Highly organized, self-directed, and capable of managing multiple projects and deadlines simultaneously
- A genuine appreciation for and commitment to the mission of Jewish day school education

Preferred

- Experience in a Jewish educational, nonprofit, or faith-based organization
- Familiarity with Jewish calendar, lifecycle events, holidays, and cultural sensibilities
- Experience with CRM systems and enrollment or development-focused marketing
- Proficiency with Adobe Creative Suite, Canva, or comparable design tools
- Basic photography, video, or multimedia production skills

Key Competencies

- Strategic thinking paired with a bias toward execution
- Collaborative leadership — inspires trust across faculty, staff, families, and lay leadership
- Data-driven decision-making with the ability to translate analytics into actionable strategy
- Creative vision balanced with brand discipline
- Emotional intelligence and cultural sensitivity within a Jewish institutional context
- Clear, confident communicator — written, verbal, and visual

Work Environment & Expectations

This is a full-time, on-site position based at the school. Some evening and weekend flexibility is required to support admissions events, school programs, and community engagement activities. The Marketing & Communications Manager will work collaboratively across departments and report directly to the school's Business Manager, with close coordination with the Admissions, Development, and Chizuk Amuno team.

Compensation & Benefits

Salary is \$60,000 - \$70,000, depending on skills and experience. The school offers a comprehensive benefits package including health insurance, retirement plan including company match, generous paid time off aligned with the Jewish and secular school calendar, discounted synagogue membership and ongoing professional development opportunities.

Contact

Interested candidates can send a resume (required) and cover letter (optional) to Miriam Golob, KSDS Business Manager and School Administrator, at mgolob@ksds.edu.