



**Director of Communications and Marketing  
Beginning July 2022**

**Description**

Baker Demonstration School, an independent progressive PK-8 school on Chicago's North Shore, is seeking an exemplary Director of Communications and Marketing. While the majority of the role will focus on internal and external communications, we value candidates with marketing experience who are able to oversee website and marketing contractors. Success in this role depends on the ability to build relationships and spark excitement and buy-in from a large and diverse community. Experience in independent school communications and/or marketing is preferred.

**Requirements**

- Excellent written communication, interpersonal communication skills, organization and follow-through
- Commitment to relationship building with faculty, staff, students and parents
- Technologically adept
- Growth-oriented, creative, unafraid of innovating
- Commitment to engaging in community conversations about equity and inclusivity
- Passion and skill to contribute positively to the school community and to develop strong relationships with community partners, donors and families

**Qualifications & Skills**

- Experienced communications professional adept at designing communications for different stakeholders
- Communications or related experience in non-profit or independent school environment preferred
- Strong attention to detail and understanding of nuanced school environment situations
- Experience with working on integrated marketing campaigns, including designing social media strategy
- Experience with marketing data analysis and reporting
- Possesses high energy, a strong work ethic, and a positive attitude
- Collaborative team member

**Organizational Relationships/ Reporting Structure**

Directly accountable to the Head of School for the performance of all responsibilities related to the position.

*The above is intended to describe the general content of and requirements for the performance of this job. It is not to be construed as an exhaustive statement of duties, responsibilities, or requirements.*



### **School Information**

Founded in 1918, Baker Demonstration School is an independent day school committed to providing an exemplary Preschool, Elementary and Middle School progressive education to our 200 students. Our students come from Chicago, Evanston, Wilmette and other North Shore communities. We believe that children learn best in an inclusive, creative community that encourages individual risk-taking and values learning by doing. Baker's experiential approach nurtures the development of the whole child enabling each student to be fully prepared for intellectual, artistic, physical and social/emotional challenges well beyond Baker.

#### **At Baker:**

- We cultivate our students' intrinsic motivation to learn and their active participation in the learning process
- We foster excellence through critical thinking and integrated connections across academic and artistic endeavors
- We promote collaboration while developing leadership capacity
- We foster citizenship by encouraging students to develop self-awareness and compassion for others
- We celebrate individual, familial and cultural identities and graduate students with an understanding and respect for diversity, equity and inclusivity

### **Application Materials**

Candidates should submit a letter of interest, resume, and educational philosophy to [employment@bakerdemschool.org](mailto:employment@bakerdemschool.org).

### **Non-Discrimination and Disability Policy**

Baker Demonstration School is an equal opportunity employer and makes all employment decisions, including those related to recruitment, hiring, training, promotion, and recognition of individuals on the basis of their ability and job related qualifications and without regard to race, gender, religion, national origin, sexual orientation, disability, or any other classification prescribed under applicable federal, state, or local law. We actively seek diversity among faculty and administration as well as among students. The school complies with the law regarding reasonable accommodations for employees with disabilities. Applicants requiring reasonable accommodation in order to participate in the application/interview process are requested to contact the School in order to arrange such accommodation.