

**The Hewitt School
45 East 75th Street
New York, NY 10021**

DIRECTOR OF MARKETING AND COMMUNICATIONS

About Hewitt:

The Hewitt School is an independent college preparatory school for girls in kindergarten through grade 12. The school is located on two campuses: the lower school on 76th Street and the middle and upper schools on 75th Street. Our mission is to provide a rigorous and stimulating academic program that encourages independent thinking and creativity. The school values each girl's individual talents and encourages respect for the diverse interests and backgrounds of others.

Hewitt's head of school, Joan Lonergan, is in her second year at the school. Joan came to Hewitt from Castilleja School in Palo Alto, CA, where she was head of school for 16 years. Prior to that, Joan had been at both public and parochial schools, and had served as a teacher, dorm parent, and administrator of the Advanced Studies Program at St. Paul's School in New Hampshire. She has served on the NAIS Technology Task Force, and as a director of the National Coalition of Girls Schools.

Terry Gumz joined Hewitt as Director of Development in July 2011. Terry served as Director of Development at The Chapin School in New York from 1995-2000; Director of Advancement at Brunswick School in Greenwich, CT from 2001-2009; and Director of Development at San Francisco Day School from 2009-2011. During those years, Terry has overseen 5 capital campaigns for both building and endowment, in addition to annual and senior funds, alumni/ae affairs, communications and website.

This is an exciting and pivotal time in the life of The Hewitt School. Hewitt has recently signed a contract to purchase a building adjacent to its current middle and upper school, which will provide the school much-needed space and flexibility. The school is in the midst of developing a long-range strategic plan, and is concurrently working with its architectural firm, Robert A.M. Stern architects, on a campus master plan, which will be guided by the school's strategic plan.

The school is also embarking on a capital campaign for both building and endowment. The school has done only one capital campaign in 15 years, so marketing and communications will be key to reaching a largely uncultivated constituency.

The development office currently consists of: Director of Development, Annual Fund Director, Alumnae Director, and Development Associate. The school is in a search for both a Director of Marketing and Communications and a Capital Campaign Director/Major Gifts Officer. There is the option of having a part-time employee to maintain the school's social networking presence, its plasma screens, the weekly e-news, and to assist with updating the school's website.

The Position:

The Director of Marketing and Communications will report to the Director of Development and will work with the leadership of the school and members of the Hewitt community to develop and execute successful marketing and communications strategies, a strong brand identity, a positive external image and effective internal communications.

Key responsibilities will include:

- development and implementation of proactive communications plans in support of the school's overall mission, goals and strategy
- development of an effective brand positioning and execution strategies
- serving as point person on media interactions that help promote and/or impact the school including creating programs of media outreach, media readiness and thought leadership;
- development and implementation of internal communications programs designed to increase engagement and awareness within the Hewitt community
- working collaboratively with other members of the Hewitt administration on publications, collaterals and all other materials circulated internally or externally by the school
- overseeing the school's online presence, including the development of a new website, designing effective e-news formats, and developing a strategy and policies for social networking
- supervising one part-time employee who will execute web communications

Qualifications: The ideal candidate should possess:

- a minimum of 7 - 10 years of experience in communications and marketing
- independent school experience
- broad experience with the entire range of communications and marketing techniques and best practices
- outstanding verbal and written skills
- extensive experience with social media tools and techniques
- excellent interpersonal skills and a proven ability to work with colleagues and stakeholders at all levels
- a keen sense of marketing strategy and experience in brand management
- the ability to both lead and execute
- outstanding judgment and maturity
- a very high level of energy, creativity and flexibility

This position offers competitive salary and benefits. Interested candidates should send a resume and cover letter to

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