



Marketing and Communications Manager

Yavneh Day School:

Yavneh Day School is located in the heart of Silicon Valley and is part of the shared Levy Family Campus in beautiful Los Gatos, California. This vibrant location is a hub for Jewish cultural, recreational, philanthropic and educational activities and creates an engaging backdrop for our students and faculty.

Yavneh offers a progressive K-8 education with a collaborative approach to learning. We offer the highest level of academics, STEAM, music, integrated Jewish studies and Hebrew language curriculum within a warm, welcoming, and inclusive community. We are a U.S. Department of Education Exemplary High Performing National Blue Ribbon School and have been recognized for our dual language program. Our students' accomplishments have been recognized internationally by the World League Robotics Competition and Israeli writing competitions, as well as by the White House and the San Francisco Museum of Art. We are proud of our incredible teaching staff, several of whom have also been nationally recognized. You can even find a chapter about us in the book *What Schools Teach Us About Religious Life* by Daniel Heischman.

A Yavneh education is about fostering curiosity, encouraging risk taking, and ingraining a love of learning. At Yavneh, our students are inspired to achieve their full academic and personal potential while also engaging meaningfully in the world around them.

Job Summary:

Yavneh is poised for growth! We are currently recruiting for a passionate, collaborative, energetic and experienced learning Marketing and Communications Manager to join our team! The Marketing and Communications Manager will play a key role in helping to advance Yavneh's visibility in the community and ensure clear and transparent communication between & amongst all constituencies of school.

Responsibilities:

Marketing & Communications

- Create, in partnership with Admissions and Development teams, a marketing and communications plan and calendar annually based on strategic goals for the year
- Develop calendar and plans using each channel for the year including website, email, social media, email, mail, etc
- Track success of all marketing channels and campaigns and provide regular reporting to managers

- Create and oversee marketing budget
- Coordinate with 3rd party marketing vendors including website developers, photographer/videographers, graphic designers and printing firms as needed
- Manage all video/photography
- Oversee media relations, including writing and distributing press releases and cultivating relations with local media
- Conduct demographic and market research as needed
- Maintain common editorial and graphic standards in internal and external communications for branding reputation and integrity
- Assist with the planning and execution of strategies that enhance the visibility and public perception of school
- Coordinate yearbook creation with parent volunteers
- Create, review and distribute school, admissions and development publications including handbooks, event invitations, programs, etc.
- Manage school's photo bank by taking pictures and organizing/maintaining photo library

Email

- Assemble, write, and edit content for weekly school email newsletters
- Assist in creating and distribution of all YDS email
- Maintain email lists in Constant Contact

Website

- Ensure that our website is the go-to resources for prospective and current families for all information, inspiration and resources needed related to Yavneh Day School.
- Oversee the updating and maintaining of Yavneh's website and working with our 3rd party vendor as needed

Digital & Social Media

- Oversee Yavneh's social media accounts including Instagram, Facebook and YouTube by creating and posting content that captures the essence of the school
- Daily monitoring and engagement on social media channels
- Create and implement the social media calendar

Qualifications:

- Display a deep-rooted passion and purpose for community and a drive to connect people with causes and opportunities that make a difference
- Must bring a high level of integrity, initiative, compassion and enthusiasm for the work that Yavneh is doing and be able to translate that into innovative and thoughtful development programs
- Team player who has a warm collaborative nature, positive energy, possess superior organization and prioritization skills and is self-motivated in the completion of their work

- Excellent organizational and communication skills, both oral and written, and ability to listen thoughtfully and cultivate deep, meaningful relationships
- Experience working with Word Press, Constant Contact, Google Suite, and Canva
- Experience with graphic design preferred
- Extensive knowledge of Jewish culture a plus

Working Conditions/Physical requirements:

The working conditions described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee may be required to:

- K-8 school environment
- Ability to sit for long periods
- Ability to stand, sit, lift, bend, twist
- Ability to work on computer for an extended period of time
- Office Environment
- Work in the vicinity of children and older adults

Yavneh Jewish Day School is an Equal Opportunity Employer. The school does not discriminate on the basis of age, race, color, gender, sexual orientation, gender identity, disability, religion, veteran status, national, or ethnic origin, or any other basis prohibited by law. The school is committed to forming an inclusive, welcoming community, where all feel accepted and are treated with respect.

Reports to:

Director of Development

Position:

Marketing and Communications Manager
100% FTE, Non-Exempt, year-around position

Compensation and benefit summary:

Salary of \$75,000. Excellent benefits offered including medical, dental, vision and life insurance.

Contact Information.

If you are interested in applying for this position let us know! Please email a cover letter and resume, along with a writing sample and list of three references to:

joinourteam@yavnehdayschool.org with the subject line "Marketing and Communications Manager Position."