



# The Episcopal School of Knoxville

Interim Director of Communications

April-August 2017



## Our Mission

*The mission of The Episcopal School of Knoxville is to prepare students for higher education and a lifetime of learning within the context of a loving, inclusive and family-centered community. We enrich our students' intellectual, physical, cultural, and spiritual growth so that they may realize their potential as children of God and citizens of the world.*

**Title: Interim Director of Communications (maternity leave cover)**

**Department: Advancement**

**Reports to: Head of School**

The Episcopal School of Knoxville seeks a hands-on strategic thinker to serve as interim Director of Communications while the current Director will be taking maternity leave April through August of 2017. The position is responsible for providing maintenance and management of the school's comprehensive, integrated communications program that supports the vision, mission, core values and strategic goals of ESK.

## The Position:

### Primary Responsibilities and duties include:

- Publish ESK's weekly school newsletter, "Headlines," on Thursdays along with Sunday calendar email "This Week at ESK"
- Serve as main photographer for school events, including those during regular school hours and select sporting and other events (i.e. Athletics Banquet, Fine Arts Night, String Band Concert, ect.) after the conclusion of the school day
- Develop innovative and creative media content across social media platforms with focus on engaging constituents for each, including Facebook, Twitter and Instagram
- Create and place all necessary advertising in conjunction with the admissions office
- Complete the Spring/Summer 2017 edition of the school magazine, "Scribe," prior to mid-June distribution
- Maintain current inbound marketing campaign and prepare content offers for summer/fall campaigns in coordination with the admissions office
- Coordinate media interest in ESK and ensure regular contact with target media and appropriate response to media requests

## Skills and Expertise

For this position, demonstrated excellent written and oral communication skills are required. The ideal candidate will be an enthusiastic, and passionate self-starter. He or she must have at least a bachelor's degree in marketing, communications, print or electronic journalism, or the equivalent, as well as:

- Familiarity with website content management systems (ex: Word Press), website analytical tools and inbound marketing tactics
- Knowledge and/or experience in graphic design; familiarity with Adobe Creative Suite, specifically InDesign and Photoshop
- Expertise in key digital media disciplines/tools with an understanding of integrated media campaigns and social media
- Ability to shoot and edit photos for use in Headlines, Scribe and other necessary mediums

## To Apply:

### Candidates should provide:

- Letter of interest with qualifications for this position
- Complete resume with previous positions and responsibilities
- Three references with contact information

### Please send materials and direct any questions to:

Dr. Jack Talmadge  
Head of School

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*ESK is an equal opportunity employer and is committed to complying with all applicable laws providing equal employment opportunities to individuals and makes employment decisions on the basis of merit, qualifications, potential and competency.*