



Marketing Director

The Denver Waldorf School (DWS) is seeking a qualified candidate for the part-time position of Marketing Director. The Marketing Director works closely with the Advancement Committee, Admissions Director, and Advancement Coordinator and reports regularly to the Board of Trustees and the College of Teachers.

- Part-time: 20 hours/week (onsite and remote)
- Salary range: \$22,000 - \$28,000
- Start date: September 15, 2020

Primary Responsibilities

- **Strategy development and implementation:** To advance DWS's brand identity, broaden awareness of its mission, programs and priorities
- **Internal and external communications:** Development, optimization, and automation (when possible) of communication to staff, DWS community members, and beyond
- **Management of marketing team, vendors, and marketing budget**
- **Collaboration with Content Marketing Manager and Marketing Committee**
- **Work in alignment with Advancement Coordinator and Advancement Committee**
- **Participation as a colleague in pedagogical and administrative meetings**

Required Experience, Skills, and Education

Experience and Skills

- Minimum of 5 years professional marketing experience, with experience in senior management
- Campaign development, management, and reporting
- Budget development and management
- Comfortable with frontend and backend website development and content management
- Proficiency using WordPress, MailChimp, Google Analytics
- Team and project management (experience using PM software, a plus)
- Digital marketing: content development, SEO/SEM, UX, social media marketing, email marketing, paid search
- Understanding and knowledge of Waldorf philosophy and a passion for the DWS mission
- Extensive successful writing and editing experience employing a variety of print and online communications media
- Demonstrated experience and leadership in managing a comprehensive strategic communications, media relations, and marketing program to advance an organization's mission and goals

Education

- Bachelor's degree in marketing, journalism, communications, or related field is required; an advanced degree is preferred

Preferred

- Experience marketing independent schools
- Experience setting up and managing a CRM

The Denver Waldorf School

The Denver Waldorf School is an urban school close to the Rocky Mountains. The school was founded in 1974 and enrolls approximately 300 students in pre-K through Grade 12. The school is an accredited member of the Association of Waldorf Schools of North America (AWSNA) and the Association of Colorado Independent Schools (ACIS). The school's mission is to awaken and inspire students' critical thinking, emotional intelligence, and artistic expression, preparing them to bring relevant contributions to the world. We are committed to recognizing and developing the whole human being in an inclusive and engaging environment.

To apply

Please send a letter of interest, resume (including a list of digital platforms/tools with which you are proficient using), and three references to:

HR Manager
The Denver Waldorf School
2100 S. Pennsylvania Street
Denver, CO 80210

or email careers@denverwaldorf.org.