



Hawaii Association of Independent Schools

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EMPLOYMENT ANNOUNCEMENT

Director of Marketing and Communications

The Hawaii Association of Independent Schools seeks a **Director of Marketing and Communications** who is an exceptional communicator through multiple media and a strategic thinker who is enthusiastic about the association's mission, vision and plans for the future. With a significant role in crafting the 'voice' and 'face' of the association, the ideal candidate can successfully develop messaging and materials that capture the spirit and happenings of HAIS in authentic and compelling ways. As the leader of the association's communication efforts, the Director of Communications and Marketing must set a strategy that keeps the HAIS and external community and supporters informed about HAIS and continuously engaged and invested in its success.

We seek a candidate who is a reflective thinker, an excellent writer, a valuable team member and constant learner. The Director of Communications and Marketing reports directly to the Executive Director and works closely with the HAIS team and the Board.

About HAIS

Founded in 1969, the Hawaii Association of Independent Schools (HAIS) is an organization of member schools that advocates on behalf of independent education in Hawaii and participates actively in the educational dialogue in our community. It provides services that strengthen our individual schools, and it supports their efforts to achieve educational quality and excellence for students. HAIS facilitates collaborative efforts among member schools on issues of mutual concern as well as partnerships to address shared needs.

To this end, HAIS assists member schools by:

- Promoting choice as an important community value and assisting parents in learning about independent education
- Preserving independence by maintaining a presence at the Legislature
- Providing member resources
- Perpetuating school renewal through accreditation
- Proposing new models for teaching and learning
- Promoting professionalism and collaboration
- Presenting premium programs

Director of Marketing and Communications - Essential Duties and Responsibilities

- Along with the staff, determine a strategy for the association's marketing and communications efforts.
- Serve as a strategic thinker and activist in developing awareness and momentum around key HAIS initiatives.
- Develop a comprehensive annual communications plan and style/branding guidelines for use by HAIS.
- Create a strategic and organized system to control communication flow from HAIS and reinforce brand identity including the management of communications activities developed to maintain a consistent and coordinated effort for the association.
- Coordinate and help determine strategic objectives for all print and web materials, including marketing materials, press releases, Annual Report, grant proposals and social media.
- Produce outstanding materials.
- Project management for print and online materials.
- Collaborate with the staff to produce inspiring and informative materials that successfully results in increased enthusiasm and support for initiatives including projects, events, and membership.
- Develop material for events including invitations, signage, nametags and other items.
- Reinforce the national profile of HAIS and member schools by developing and distributing news stories, articles and op-ed pieces that convey the exemplary work of the association and its members.

- Keep abreast of the current issues and support the development of communication materials for internal and external audiences.
- Coordinate professional photo shoots as needed.

Key Qualifications

- Possess a minimum of a bachelor's degree.
- A minimum of 3 years of experience marketing and communications, particularly in a school environment (internships, advanced education projects, and portfolio work will be considered).
- Excellent written and oral communication skills
- Experience with photography
- Commitment to excellence and best practices
- Proficiency with Microsoft Office, Google, social media tools, InDesign, Finalsite or similar tool.
- Strong attention to detail and excellent organizational skills
- Ability to work independently and as part of a team
- Ability to problem-solve and think creatively
- Demonstrates initiative and flexibility with long and short term responsibilities
- Ability to connect with others using various forms of communication tools
- Experience with, or understanding of, the culture of independent schools
- State and federal background check clearance and recent negative TB test or assessment required.

It may require occasional weekend and evening work as well as limited local and national travel.

Application Procedures:

The deadline for applications is September 15, 2015. Candidates should note, however, that the search committee will begin reviewing applications as soon as they are received. In the event an outstanding applicant is identified early in the search process, HAIS reserves the right to make an appointment before the deadline. For this reason, it is essential that interested candidates apply as soon as possible.

Candidates should send the information requested below, in a single PDF attachment.

Please DO NOT send any information other than that which is specifically requested:

- A letter of application, no longer than two pages, explaining your strengths as a candidate and why you are interested in this particular position; and discuss specific talents and skills which you can contribute.
- A current resume not to exceed two pages.
- A one-page or two page statement outlining a specific example of your experience in marketing and communications.
- A one-page list of references with phone numbers and email addresses
- A maximum of three letters of reference which may already be in your possession

Please note the preference that ALL the above materials should be scanned into a SINGLE PDF ATTACHMENT (low resolution preferred) and sent to HAIS at info@hais.org. Indicate **DIRCM** in the subject of your email. Also, please note that it is important to limit the size of your SINGLE PDF to 6MB. Please do not forward to individuals at HAIS as we cannot guarantee proper response or distribution.

Applications will be screened by the HAIS administrative staff. "Skype" interviews will be conducted with semi-finalist candidates. Finalists will be interviewed on site in Honolulu.