



Opportunity Statement

Marketing and Public Relations Consultant

[Thaden School](#), a new independent school serving students in Grades 6 to 12 in the Northwest Arkansas region, seeks a creative and energetic Marketing and Public Relations Consultant whose primary responsibility will be to “tell the story” of the School to current and prospective families, community partners, and donors. This 12-month engagement, which may be converted into a full-time position at the end of the term, offers a unique opportunity to lead all aspects of marketing and public relations for a dynamic institution that is quickly moving from “start-up” to “scale-up” operations and seeks to elevate its visibility, locally and nationally.

Reporting to the Deputy Head of School, the consultant will be responsible for articulating and promoting the School's mission, strategic goals, and institutional brand. The consultant will create and execute tactics to support Thaden's overall marketing and communication strategy while working across various departments, most notably advancement and admissions, and partnering on occasion with other external consultants. Collaboration with other school departments will also be critical, including senior leadership, athletics, college counseling, division directors and academic chairs, teachers, and students. For this reason, the consultant should reside in Northwest Arkansas and be available to work on campus for much of the engagement.

Role and Responsibilities

- Developing an integrated strategic marketing and public relations plan that supports the School's mission and institutional priorities.
- Managing the design of in-house materials, including digital assets, publications, and promotional items.
- Partnering with departments across the School to identify marketing and public relations opportunities designed to inform and build relationships with key audiences, including students, parents, faculty, staff, prospective families, alumni, and the greater Northwest Arkansas community.
- Building and fostering relationships with media outlets, creating press releases and media kits, and communicating with media about opportunities for coverage.
- Developing and executing efforts designed to attract prospective families and engage current families, donors, and alumni, while increasing the School's visibility both regionally and nationally.
- Producing written content such as copy, briefings, and talking points for various platforms.
- Managing and otherwise assisting with communications in controversial or crisis situations.
- Managing and creating content for School social media accounts and website.
- Other duties as assigned.

Skills and Qualifications

- Sophisticated utilization of social media, web, digital, print, and multimedia strategies in support of organizational mission, values, and priorities.

- Exceptional writing, editing, and oral communication skills and proficiency in engaging effectively with a wide range of constituencies, including senior leadership, faculty, board members, parents, staff, alumni, and students.
- Knowledge of trends and best practices in brand management, public relations, and communication technologies.
- The ability to develop and implement strategic campaigns and research-based communications plans.
- Expertise in making presentations and communicating with the media and key stakeholders, including in crisis or controversial contexts.
- Managing complex projects in a fast-paced organization with multiple stakeholders.

Applications

Please submit your application materials through our online portal for [Thaden School Job Opportunities](#). Applications should include a cover letter, resume, and writing sample. Please submit applications by September 15, 2021 for full consideration. Thaden is an equal opportunity employer and complies with all federal, state, and local laws that prohibit discrimination in employment because of race, color, national origin, citizenship, age (18 or older), religion, disability, marital status, veteran status, and sexual orientation.

About the School

A non-sectarian independent school under the direction of its own board, Thaden School offers a challenging and innovative educational program that ignites in students a passion for discovery and learning, prepares them to succeed in college, and inspires them to lead lives of integrity, purpose, and responsible global citizenship.

At the core of the School's mission is a commitment to balance that takes many forms: a curriculum that integrates the sciences and the humanities; indoor and outdoor teaching spaces where sustainability is a tangible part of the lesson; hands-on programs for civic engagement; athletics and physical education programs that build confidence and character through competition and meaningful participation; and a diverse faculty and staff that empower students to think deeply and expansively about their potential and place in the world. The School's remarkably robust Indexed Tuition program supports the creation of a balanced learning community where students of many perspectives, talents, and interests come learn and grow stronger together.

Located on a 30-acre campus in downtown Bentonville, the School is walking distance from the town square, Brightwater Culinary Institute, The Momentary, and a variety of other educational resources. The School has also engaged a world-class team of architects to design an enduring and innovative campus that will spark curiosity, inspire creativity, and invite reflection. The principal designer, Marlon Blackwell, is the 2020 recipient of the American Institute of Architects' Gold Medal, the Institute's highest honor. The School's first permanent buildings opened in the fall of 2019, and the campus master plan will be completed in the fall of 2021.

The School's [website](#) features additional information regarding its mission, educational programs, and faculty and staff.