



**Position:** Communications and Marketing Coordinator

**Reports to:** Director of Admission and Summer Camp

**Direct reports:** None

**Contract Terms:** Full-time exempt, 12-month position, starting May 15, 2026 (flexible on start date)

**Overview of Position:**

The Communications Specialist is responsible for maintaining the day-to-day communications tools and platforms for the school, and helps foster a critical sense of belonging for all constituents in the school community by closely collaborating with the Office of Admission and Summer Camp, Office of Community Engagement, the Business Office, and the heads of our three grade level divisions – PreK-K12, 345 and middle school.

An important goal of this position is to ensure accuracy and integration of all of the school’s communications tools, platforms and relevant databases, and to drive consistency throughout both internal and out-facing messaging, brand identity, and user experiences among all school constituents – parents, alumni, summer camp families, faculty and staff. The purpose of this position is to provide communications support across administrative functions at the school in a collaborative and responsive way that aligns with our British Primary philosophy, mission, vision and values and that embodies our 7 Goals for Learners.

**About our School:**

Stanley British Primary School, located in Denver’s Lowry neighborhood, is a progressive independent school serving 470 children from transitional kindergarten through 8th grade. For 50 years, Stanley classrooms have been filled with engaged learners guided by inspired teachers. At Stanley, a child's education goes well beyond academics - our teachers and our instruction principles give children the opportunity to reach their full potential academically, creatively, socially, emotionally and physically. We asked parents, teachers, staff and students to reflect on why they chose Stanley BPS. The answers we heard reflect a place and a philosophy unlike any other in the Denver independent school landscape. Teaching and learning at Stanley goes beyond a simple education. Students here have a chance to play, to choose, to interact and to own and embrace their own learning.

**We value:**

- An inclusive and diverse community
- Joyfulness
- Lifelong learning
- Positive and constructive communication
- Creativity, flexibility, and resourcefulness
- An understanding of children and childhood
- Commitment to making a positive difference in the world

**Essential Duties and Responsibilities:**

- Manage and maintain the Stanley website, including content updates, functionality, user experience, and integration with school databases and systems to ensure information is accurate, accessible, and up to date.
- Serve as a steward of the Stanley BPS brand by ensuring consistency in voice, tone, messaging, and visual identity across all internal and external communications. Collaborate with department leaders to oversee branding, style guide implementation, and creative direction so that all materials reflect the school's mission and character.
- Develop and produce written, visual, and multimedia content that highlights the life of the school, including stories about students, classrooms, faculty, programs, and community initiatives.
- Capture and curate photography and video that document school activities and events, and maintain the school's digital photo and media library for use in communications, marketing, yearbook and community engagement.
- Manage the school's editorial calendar and oversee the creation, production, and distribution of the weekly e-newsletter and other digital communications, ensuring coordination and alignment of messaging across divisions and departments.
- Collaborate with the Head of School's Executive Assistant to support school-wide communications, including external email and SMS messaging to staff, parents, and prospective families.
- Partner with the Office of Admissions and Summer Camp and the Office of Community Engagement to support marketing and communications initiatives, including digital campaigns, video production, event communications, promotional materials, mailings, signage, and other outreach efforts that support enrollment and community engagement.
- Support and help manage the school's social media presence across platforms such as Facebook, Instagram, YouTube, and Vimeo, ensuring consistent content, storytelling, and engagement with the Stanley community.
- Oversee digital communication platforms across campus - including lobby screens, digital signage, and other communication displays; thereby ensuring content is current, accurate, and engaging. Curate information that highlights school events, announcements, and student experiences while showcasing the life of the school to students, families, staff, and visitors.
- Coordinate the design, production, written content and distribution of print and promotional materials such as brochures, flyers, banners, directional signage, marketing collateral, invitations and event materials.
- Monitor and analyze engagement metrics across communications platforms—including website traffic, email performance, and social media engagement—and provide recommendations for improving effectiveness and reach.
- Provide user training, documentation, and ongoing support for faculty, staff, and parents in the effective use of school communications platforms and tools.
- Assist school leadership with timely and sensitive communications when necessary, including urgent or time-sensitive announcements. This includes accurate communication during emergencies, including drafting messages for families, staff, and sometimes media as assigned.
- Coordinate with school photographers and work with teachers to schedule staff and student photographs. Assist photographers during picture-taking days, follow up on make-up days, and distribute purchased photos to families.
- Design and produce the school yearbook and distribute them across the school community. Assemble photos from throughout the school and work with teachers to ensure each student is represented accurately.
- Maintain and regularly update families and staff resource pages with content such as handbooks, calendars, policies, procedures, parent resources, etc. on My Stanley. Coordinate and work with

document/content owners so information is clear, current, and easy to access. Work with school leaders to anticipate questions, improve clarity, and ensure the community can quickly find the information they need.

- Participate in school community life and support school operations and events as needed, including student activities, parent events, staff events, carpool supervision, and other community responsibilities.
- Manage communications projects across departments to ensure messaging is coordinated, consistent, and delivered on schedule.
- Develop and manage a comprehensive communications calendar that coordinates major announcements, newsletters, events, and campaigns. Collaborate with school leaders and departments to ensure messages are timely, well-sequenced, and aligned with the school calendar to avoid communication overload for families and staff.

### **Desired Qualifications and Background Experience**

- Degree in communications, journalism, English, marketing or a communications-related area of focus or equivalent.
- Detail oriented in all aspects of work with a commitment to quality, ownership of work, and culturally competent interpersonal relationships.
- Stellar and insightful writer with insight into different voices, styles and messages that are appropriate for a variety of platforms and constituents. Strong editing and proofreading skills.
- Experience and competence with communications platforms such as Microsoft Office, G-suite (including Google Docs and Google Analytics) and Canva; data management systems such as Blackbaud and Finalsite; website management tools like Finalsite; and email marketing tools like Constant Contact and Connect.
- Photography skills for social media, yearbook and communications.
- High level of comfort learning, engaging, evaluating, and adopting new technologies and tools and training and sharing them with peers and other employees.
- Creative and pragmatic – able to help identify the right channels and media for promotions, strategic communications and marketing-communications approaches.
- Comfortable taking initiative and self-starting and able to work with direction from multiple people, juggle competing priorities, meet deadlines, and work collaboratively across a large and diverse team of school leaders.
- A passion for school-aged children and for supporting teachers, and prior experience in independent schools is an asset.
- Ability to stand for extended periods, lift and carry up to 50 pounds, and reach, stoop, kneel, and bend.

### **Compensation:**

The salary range for this 12-month position is \$60,000-\$75,000. Final compensation will be determined based on experience, education, and relevant qualifications.

Compensation is just one component of Stanley's total compensation for employees. Stanley provides excellent benefits including medical, dental, life and disability insurance, retirement, paid time off in addition to paid fall, holiday and spring breaks, tuition remission and professional development. Benefit eligibility varies based on employment status such as full-time, part-time, or temporary. Positions less than 20 hours are ineligible for medical, dental, life, disability insurance, and retirement.

### **Equal Opportunity Employer:**

Stanley BPS is committed to a policy of nondiscrimination and equal opportunity for all persons, regardless of race, ethnicity, color, religion, sex, gender identity or expression, sexual orientation, national origin, age, disability, or veteran status. This policy covers all programs, services, policies, and procedures of Stanley BPS, including admissions, employment, and access to services and programs.

**To Apply:**

To initiate an application, send a cover letter, resume and a list of 3-5 professional references to:

Susan Farr

Stanley British Primary School

Executive Assistant to the Head of School

susan.farr@stanleybps.org

**Interviews will start as resumes are received. We will be accepting resumes until our position is filled.**