

# STEVENSON

DIRECTOR OF MARKETING &  
STRATEGIC COMMUNICATIONS



**LOCATION**

Pebble Beach, CA

**SEMIFINAL ROUND**

Mid-to-late November

**START DATE**

Early 2024

**POST DATE**

October 2, 2023

**ON-SITE FINAL ROUND**

Early-to-mid December

**REPORTS TO**

President

**PRIORITY DEADLINE**

November 3, 2023

**DECISION ANNOUNCED**

Late December

**SALARY**

\$130,000 - \$160,000



**12M**  
RECRUITING

# Summary

Stevenson School is a PK-12 co-educational, college preparatory, boarding and day school with 771 students on two campuses in the beautiful central coast of California. The Upper Division campus (Grades 9-12) is in Pebble Beach, and the nearby Carmel-by-the-Sea campus is home to Stevenson's lower and middle divisions (Grades PK-8). Stevenson encourages students to live joyfully while cultivating a passion for learning and achievement in school and beyond through a rigorous academic program, robust athletics, and a multitude of extracurriculars. Its student-centered academic philosophy emphasizes experiential learning and whole-child education, helping students grow as the exceptionally talented individuals they are. In an environment characterized by joy and collaboration, Stevenson students discover the world. After graduation, they go on to transform it.

The director of marketing and communications will lead all aspects of internal and external communications to develop a comprehensive, high-volume, multimedia communications and marketing program that meets the

needs of the evolving institution and advances the mission and brand of the School. Stevenson is undertaking a number of exciting initiatives – an historic \$57M capital campaign, a rebranding partnership with Interactive Schools, and a community and culture effort – all of which the director will message and promote to the community. This expanded and elevated position will report directly to the president of the School, and is a member of the senior administrative team. The director will also supervise two full-time employees in the marketing and communications department, in addition to a number of external vendors who provide graphic design, print production, videography, and web development services. As the school's marketing and communications needs evolve and grow, the director will have the ability to restructure the department and augment marcom staffing. Stevenson looks forward to welcoming a collaborative, flexible, and experienced director of marketing and strategic communications to start in early 2024.

## MISSION

Stevenson School has long been committed to a mission described by three central aims:

- to prepare students for success in School and their lives beyond School;
- to foster their passion for learning and achievement;
- to help them shape a joyful life.



# Stevenson: At a Glance



FOUNDED IN

# 1952

LOCATION

## Two Campuses

Pebble Beach, CA  
Carmel-by-the-Sea, CA



CAMPUS

**30 BUILDINGS ON 50 ACRES OF LAND, WITH SIX FACULTY-SUPERVISED DORMITORIES ON THE PEBBLE BEACH CAMPUS**

STUDENTS

## 771 students

**253** in PK-8  
**518** in 9-12

Students come from  
16+ US states and  
20+ countries

FACULTY & STAFF

**60+ TEACHING FACULTY**

**52% WITH ADVANCED DEGREES**

**60% OF FACULTY LIVE ON CAMPUS**

**9% (13% OF UPPER DIVISION) HOLD A PHD**

FINANCIALS

\$7M+ in financial aid

44% of students receive financial aid

\$40M+ operating budget

Endowment \$60M

ACCREDITATION

CAIS  
WASC

MEMBERSHIP ORGANIZATIONS

NAIS, CAIS, CASE, NBOA, Cal-ISBOA, TABS

[stevensonschool.org](http://stevensonschool.org)





**DIVERSITY**

**37%** students of color  
**19%** international

**11** days backpacking on the  
 Sophomore Wilderness Expedition

**10:1**  
 Student:Faculty ratio

**25** interscholastic  
 teams

**12** students per  
 class, on average

**25+** student  
 clubs

**91.9** frequency  
 of student-run  
 radio station  
 (KSPB 91.9 FM)

## DEI at Stevenson

Stevenson's co-directors of equity and inclusion are tasked with helping to ensure that Stevenson's core values of safety, trust, respect, belonging, and inclusion are not just words. They work to help each member of the community feel that these values permeate their experience. The co-directors encourage empathy and awareness as the first steps toward inclusion and together with the school community and leadership team are shaping a program and vision that leverages the School's strengths while identifying and acting on areas for growth. Importantly, Stevenson's equity and inclusion efforts are centered on joy, celebration, and excellence. Resources provided to support faculty include a year-long professional development program called SEED (Seeking Equity through Educational Diversity).

Many Stevenson students learn, grow, and build meaningful connections and friendships through participation in affinity groups. Student-led efforts resulted in the recent addition of two new affinity groups (the Alliance for Students Who Learn Differently and the Multi-Racial Student Union) to an impressive array of ongoing groups including the Black Student Union, the Gender-Sexuality Alliance, the Latinx Student Union, the Asian-American and Pacific Islander Student Union, the Jewish Student Union, and Atheneum (a feminist-identified affinity space).

The equity and inclusion team operates from the point of view that "there is no corner of the school that E&I doesn't touch, so it's up to us to make sure everyone feels that they are part of this office." They emphasize that "it is a cycle of 'learning and unlearning' for all of us. It is uplifting to see the progress we have already made and the support we have to grow our initiatives."





# Two Beautiful Campuses, One Amazing School

Just two hours south of San Francisco, Stevenson School sits nestled among towering redwoods, pines, and the iconic namesake cypresses of the Monterey Peninsula. Students have space to learn about themselves and the world, to stretch the boundaries of their comfort zones, and to connect the classroom with the real world. Most importantly, students learn to understand that they are part of a broad, interconnected planet — one that they will contribute to and care for throughout their lives.

## CARMEL LOWER AND MIDDLE DIVISIONS (PK-8)

Serving the 250+ students in PK-8th, the Carmel campus is designed to attend to each learner's development and introduce the comforting rituals of daily school life. Lower Division Students learn how to learn, how to share thoughts and ideas, and how to be both unique and one of many. Building on the strong foundation provided by the Lower Division, Middle Division students study mathematics, STEM, history, English, Spanish, and the visual and performing arts—with a continuing emphasis on critical thinking and social-emotional skills.

[Click here](#) to see a virtual tour of the Carmel Campus

## PEBBLE BEACH UPPER DIVISION (9-12)

On the Pebble Beach campus, both boarding and day Upper Division students enjoy a challenging academic program organized around coursework in science, mathematics, history, English, world languages, engineering, and the visual and performing arts. For the almost 300 students who call the Pebble Beach campus their home away from home, and the teachers who live among them, the campus' six dormitories serve as places of shelter, safety, rest, study, spontaneous fun, and leisure. They are also places to learn how to live well with others — building community by working together and honoring differences — and to prepare for the greater liberties of college life. The Pebble Beach campus is also the site of the S.F.B. Morse Fine Arts Center, Keck Auditorium, and the school's athletics fields.

[Click here](#) to see a virtual tour of the Pebble Beach Campus



# Upcoming Initiatives

## WEBSITE AND REBRANDING

The school is currently embarking on a major website redesign in partnership with Interactive Schools, a global digital agency based in London. The new website will improve the user experience and information accessibility for parents, students, and prospective families, and showcase Stevenson's unique program and campus. While this project is currently being managed by the digital communications manager, the incoming director of marketing and strategic communications will take the reins on partnering with the external agency to manage this project and see it through to completion.



## CAPITAL CAMPAIGN

Stevenson is in the quiet phase of an historic, \$57m capital campaign, which will be launching publicly later this year. This campaign will provide ongoing support for a new math, science, and engineering building, new faculty housing for those who live on-site and housing stipends for off-campus staff, and financial aid. As the campaign progresses, the director of strategic marketing and communications will have the opportunity to work closely with the director of advancement to design and produce campaign materials that reflect the strategic voice and vision of the school.

## INNOVATIVE INTERNAL COMMUNICATIONS

Over the past five years, Stevenson has embarked on implementing an innovative learning management system, Slate, which is a comprehensive platform for admissions and enrollment management, student success, and advancement. Under the direction of the chief information officer, the customization of this platform has robust potential to streamline communications to all school constituencies. In addition to building and implementing other communications processes, the incoming director will have the chance to leverage Slate to develop innovative and highly customized marketing materials and external communications for the school.



# Leadership at Stevenson



## Dr. Dan Griffiths

**PRESIDENT**

Dr. Griffiths is a lifelong educator, with over 25 years of experience in schools and colleges. Hailing from Cornwall in the UK, he is a product of an independent boarding school. He received his BA in Biological Sciences from Oxford University and completed his PhD in Animal Behaviour at the University of Cambridge. In the classroom, he has taught biology, environmental science, and ecology at both the college level and at top independent schools in the UK, Ireland, and the United States. He spent several years as a resident faculty member in these schools and coached varsity teams in soccer, rugby, cricket, and golf.

Prior to joining Stevenson as the Upper Division Head in 2017, Dan served as science department head, dean of students, associate head of the upper division, and for five years was head of the upper division at Catlin Gabel School in Portland, Oregon. In December of 2022, Dan was selected to be Stevenson's fifth President.

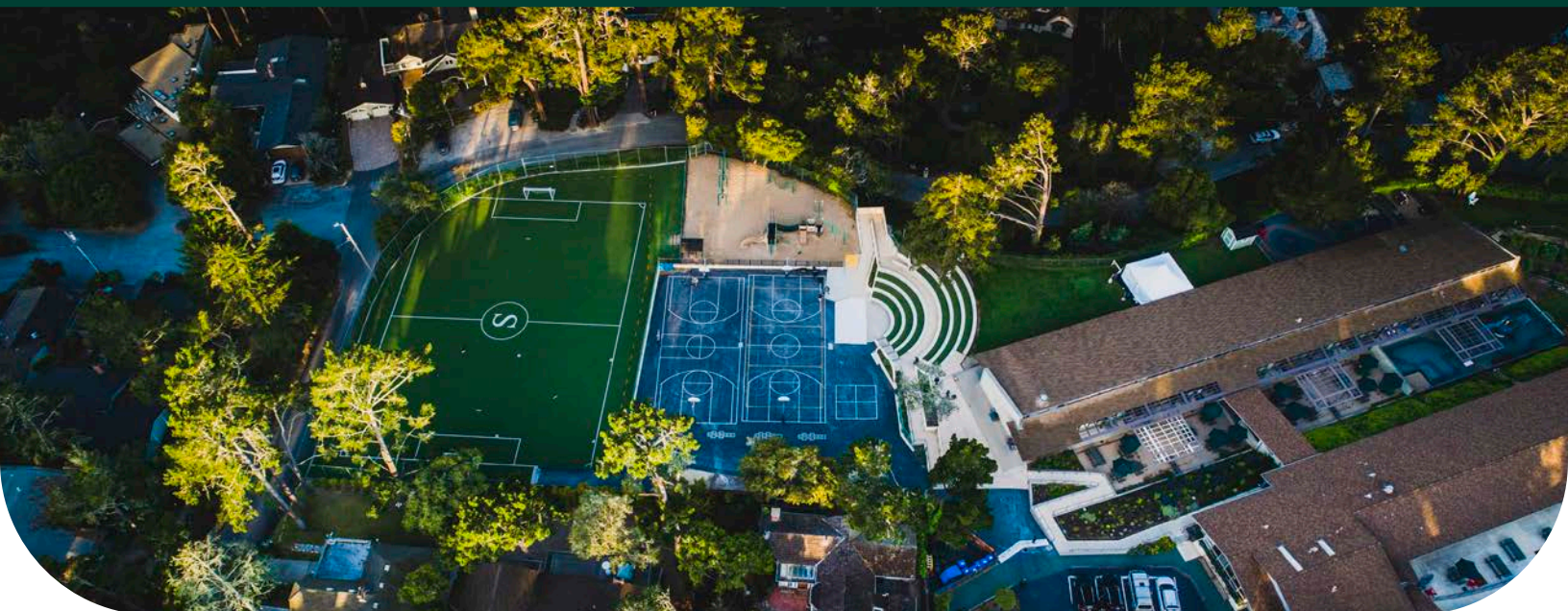
We invite you to watch this [video](#), in which Dan discusses how the director of marketing and strategic communications will be instrumental in showcasing the joy of Stevenson.

The Senior Administrative Team (SAT) comprises eleven key administrators, including the incoming director of marketing and strategic communications:

- President
- Chief Financial and Operating Officer
- Chief Information Officer
- Director of Advancement
- Director of Enrollment Management
- Director of Facilities & Capital Projects
- Director of Human Resources
- Director of Marketing & Strategic Communications
- Head of Lower Division
- Head of Middle Division
- Head of Upper Division







## The Position

The director of marketing and strategic communications will have the opportunity to develop and carry Stevenson's voice and vision across a multitude of channels, and foster a sense of community with internal and external audiences through timely, mission-centered communications. As a member of the senior leadership team, the person in this role will partner closely with the president, the director of advancement, the director of enrollment management, and other directors and division heads to understand the needs of each area of the School. Those partnerships and connections will allow the director to oversee the creation of dynamic and compelling content that showcases the story of campus life. The director should bring to the table a wealth of marcom experience, a visionary mindset, patience, empathy, and a nuanced approach to marketing and communications, all of which will help the director promote a number of exciting initiatives at the School.

Already underway is the Remarkable Stevenson capital campaign, which will provide financial support for a new STEM building, faculty housing, and financial aid. The director of marketing and strategic communications will collaborate with the director of advancement to produce campaign materials and messaging strategy to entice

donors and underscore the significance of the campaign. Beyond this capital project, the director will work in tandem with the director of advancement to develop collateral for the advancement office in both print and digital formats to build community with current families, donors, and alumni. Likewise, a close partnership with the director of enrollment management will enable the director of marketing and strategic communications to produce high-quality admissions brochures, marketing campaigns, and digital content with a unified voice for prospective families.

Recently, Stevenson contracted with a global digital agency, Interactive Schools, to embark upon a comprehensive rebranding strategy. While the immediate outcome of this project will be the launch of a new website later this year, the director will partner with Interactive Schools to guide this rebranding initiative toward a comprehensive marketing plan grounded in a reimagined Stevenson voice. To that end, a successful candidate will bring extensive experience managing a wide range of digital communication channels, including web design and social media, and be able to leverage those tools to advance the mission and brand of the School, and drive audience engagement.



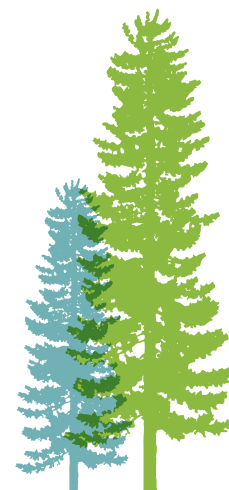


Stevenson also completed a 360-school engagement survey last year, the results of which indicated, like most schools in this post-pandemic moment, that the School has an opportunity to prioritize a deeper level of community building. A new position – chief community and culture officer – was recently created to spearhead this effort. The director of marketing and strategic communications will ensure that communications channels to all members of the Stevenson community – parents, faculty, staff, students, and alumni – are timely, relevant, and promote a sense of community and belonging. As part of all this, the director will lead efforts to solicit ongoing feedback from community stakeholders, to help continually refine and improve overall communications strategy.

A successful candidate would ideally have experience working with leadership teams and managing others in marketing and communications. The director will supervise an editorial content coordinator, who writes for the school’s internal and external audiences; and

a digital communications manager, who handles the website and social media. The director will also oversee the partnerships with external creative contractors, such as graphic designers and videographers used for specific projects. As the school’s marketing and communications needs evolve and grow, the director will have the ability to restructure the department, reimagine roles, and augment staffing.

The director of marketing and strategic communications must be well organized; possess a familiarity with the multitude of needs within a school community; and excel in building trust with administrators, faculty, staff, and families. The school looks forward to warmly welcoming a new director in early 2024.



# Stevenson seeks a director who is...

Strategic

Relational

Tech-savvy

Proactive

Patient

Thoughtful

Adaptable

Resilient

Transparent

Collaborative

Optimistic

Deliberative





# Duties

## STRATEGIC MARKETING AND COMMUNICATIONS

- Develop, implement, and evaluate the School's strategic marketing and communications plan to advance the brand, mission, program, and goals of the School through all internal and external communications channels.
- Direct the creation of dynamic content to tell the story of campus life and special events.
- Develop systems that ensure consistency, mission-appropriateness, and accuracy across all Stevenson communications.
- Stay current with industry trends, innovations, and best practices and continue to explore new media opportunities.

## CONTENT AND BRAND DEVELOPMENT

- Manage all Stevenson media, publications, and other printed materials; website, press releases, electronic communication, social media platforms, alumni magazine, and promotional materials.
- Lead the School's rebranding effort and building of a new website through effective partnerships with an external branding agency and school leadership.
- Use SEO and other analytical tools to guide decision making to promote website and social media traffic and content efficacy.
- Manage and oversee all photography and video production; in-house and contracted.
- Plan and execute annual advertising campaigns and associated budgets.

## LEADERSHIP AND COLLABORATION

- Supervise and ensure clearly defined roles of members of communications team and evaluate departmental staffing needs which may include onboarding additional employees.
- Provide outstanding mentorship, feedback, support, professional growth, and guidance to all members of the communications team.
- Work with president and directors of advancement, enrollment management, athletics, and others as needed, to understand the needs of each area of the School and develop a mission-centered approach to institutional communications in support of defined objectives.
- Report directly to the president, and perform other responsibilities and duties as assigned.





# Required Qualifications

- Bachelor's degree; advanced degree preferred
- Five years of related professional experience in marketing or communications with prior experience in a management or supervisory role
- Experience leading communications for a mission-driven organization and the ability to understand complex stakeholder priorities; prior experience in an independent school or educational setting preferred
- Outstanding collaboration and team-building skills, including the ability to effectively lead and inspire a team toward completion of projects of the highest quality, within established deadlines, while operating within planned budget and in alignment with a strategic vision
- Ability to establish and maintain positive and productive relationships with external partners including production personnel in print, photography, website, video production, copywriting, and media outlets
- Demonstrated creative vision and the ability to craft visible, compelling, and engaging messaging and graphics to promote the mission of an organization; working knowledge of digital and print design software
- Sophisticated understanding of digital media including social media platforms, search engine optimization, web design, email communication, and video streaming
- Superlative organizational skills and the ability to effectively prioritize and manage multiple projects simultaneously
- Exemplary writing and editing skills with attention to detail
- Ability to maintain absolute confidentiality and the integrity of all aspects of information disseminated within or external to the school community
- Commitment to being part of a diverse, equitable and inclusive school community

## ADDITIONAL INFORMATION

This is a year-round, full-time position with some evening and weekend event attendance required. In keeping with Stevenson's core values, we seek candidates who demonstrate a commitment to equity and inclusion.



# How to Apply

12M Recruiting is acting on behalf of Stevenson School to identify exceptional marketing and communications leaders to fill this extraordinary opportunity. Direct inquiries to:

[jobs@12MRecruiting.com](mailto:jobs@12MRecruiting.com)

**Applications will be considered through November 3, 2023.**

**ALL APPLICATIONS MUST BE SUBMITTED ONLINE:**

[www.12MRecruiting.com/jobs/Stevenson/MarCom](http://www.12MRecruiting.com/jobs/Stevenson/MarCom)

**AN APPLICATION REQUIRES SUBMITTING FOUR PDFS:**

- Cover letter introducing yourself to the Stevenson search committee
- CV or resume
- A list of four references (include each person's name, current organization, title, phone number, email, and past connection to you — though we will not contact any references without obtaining your permission first)
- A sample of your professional work that showcases your writing and design ability. This may include an excerpt of a strategic marketing plan, publication, or other sample marketing collateral that was produced under your leadership.



*Stevenson is an equal opportunity employer and does not discriminate on the basis of race, color, religion, sex, gender identity, national origin, age, disability, marital status, sexual orientation, or any other characteristic protected by law. Candidates from underrepresented backgrounds are encouraged to apply.*

