



PULASKI ACADEMY

Director of Communications and Marketing

The Opportunity

Pulaski Academy announces a new Director of Communications and Marketing position to begin no later than July 1, 2025. Since 1971, Pulaski Academy has served a learning community that prepares students academically, socially, ethically, artistically, and physically for the world that lies before them.

The School has retained Big Back Pack to execute a national search for its next Director of Communications and Marketing.

PA offers a strong curriculum, valued traditions, an experienced and nurturing faculty, and a diverse extracurricular program to enhance the educational experience for 1410 students.

To Apply

Please email resume and cover letter to
HackerBurr at hacker@bigbackpack.org





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The Position

Pulaski Academy (AR), a coed, non-sectarian independent school for students 2.5 years old through twelfth grade announces its search for an experienced, energetic, and effective leader to serve as its next Director of Communications and Marketing. Reporting to the Head of School, the Director of Communications and Marketing will be responsible for the development and implementation of a comprehensive and strategic internal and external communications and marketing plan.

As a member of the Administrative Leadership Team, the Director of Communications and Marketing reports to the Head of School, collaborates with other senior administrators and all school offices, and directs the communications department.





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Essential Duties and Responsibilities:

- Plans and implements an integrated communications and marketing strategy that reflects and furthers the mission and vision of Pulaski Academy.
- Advises senior administrators on all external communications concerning audience, content, and delivery of information.
- Coordinates external and internal communications among administration, faculty, and staff.
- Works directly with senior administrators on the communication of important issues, including crisis response.
- Develops a positive working relationship with the media.



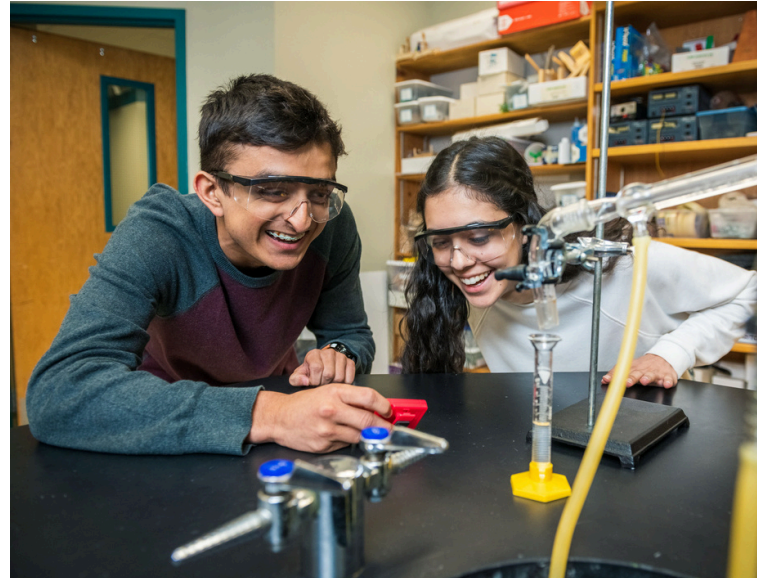


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Duties and Responsibilities Cont'd:

- Oversees a comprehensive, dynamic communications plan using vehicles such as social media and the school's website. Ensures that these communication vehicles are content-rich and a "destination" for current and prospective parents, current parents, alumni, faculty/staff, and the wider community at large.
- Oversees and coordinates the design of publications including both printed and online.
- Coordinates photo shoots for the school as well as for branding initiatives.





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Duties and Responsibilities Cont'd:

- Carries out various tasks including writing, editing, designing, photographing, and print management with current and future school publications; all handbooks; the school calendar and school directory; campus banners; alumni, fund-raising, and donor recognition pieces; student recruitment pieces; academic information; stationery and business cards, and other general campus communications.
- Approves the annual photography schedule for school events. Assigns appropriate photographers, edits images, and provides images to an online photo gallery.
- Guides the school in editorial, graphic, and branding standards and policies, ensuring that all school communications carrying the school name and logo make a positive contribution to the institution's image; that they meet the high design and editorial standards expected of a quality, educational institution; that they accurately reflect the character of the institution; and that they reinforce the school philosophy and established institutional policies.





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Duties and Responsibilities Cont'd:

- Identify areas of internal and external communications that need attention and support following an audit of systems in place.
- Oversee and manage the direction and maintenance of the school website while updating content regularly and ensuring site's accuracy.
- Oversee digital storyteller ensuring that PA's social media presence, including creation of content, tracking analytics and community management is current, balanced, and engaging to audiences.
- Write, manage and edit all e-newsletters and announcements sent from school administrators.
- Collaborate with the Admissions team and the Advancement Office to develop strategies to recruit prospective students and engage donors and cultivate constituents.
- Collaborates with PA parents' association (PAPA) and athletic volunteer organization, BruinBackers, to promote various events.
- Perform other duties as assigned by the Head of School.



Duties and Responsibilities Cont'd:

- Serves as the primary contact for media personnel and manages local and national media coverage. Fosters relationships with a range of media outlets to promote the mission and the community of Pulaski Academy.
- Ensures that events and major accomplishments are publicized as broadly as possible.
- Acts as the school's crisis management communications coordinator.





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Preferred Knowledge, Skills, and Abilities:

- Technological proficiency and eagerness to learn about and leverage AI and new software
- Ability to work collaboratively and participate in cross-departmental projects effectively with peers, senior staff, trustees, volunteers and the public in a changing environment
- Ability to multitask and prioritize work, with careful attention to detail
- Ability to take on independent tasks and support team projects
- Ability to communicate effectively and professionally both orally and in writing, within the organization and with outside constituencies.
- Candidates should possess strong interpersonal, communication, leadership, and organizational skills; team player; encourager; writer and editor, all with attention to detail.
- Experience with Adobe, Google Suites, Canva, SIS Systems, website platforms, messaging platforms, and analytics.





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Qualifications

Master's degree preferred. Bachelor's degree in communications, public relations, marketing, and 5 years of experience in public relations or communications required. Previous Independent School experience preferred.

General Requirements

- A drug test and criminal history background check is required of all employees.
- References will be required; transcripts may be required.
- Writing samples or collateral materials from previous projects

Working at Pulaski Academy

Pulaski Academy is an independent, college-preparatory school that respects, embraces and celebrates diversity in its curriculum, student body, and staff. Pulaski Academy does not discriminate on the basis of race, religion, gender, color, national or ethnic origin in the admission of students, in hiring, or in the administration of its educational program.





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To Apply

Interested and qualified candidates should submit electronically in one email and as separate PDF documents the following materials:

- A cover letter expressing their interest in this particular position.
- A current résumé
- A one-page statement of professional philosophy and leadership practice
- An annotated list of five professional references with name, phone number, and email address (references will be contacted only with prior candidate approval).

All materials should be sent via email to:

Hacker Burr
President and Managing Director
Senior Search Consultant
Big Back Pack LLC
hacker@bigbackpack.org

