

Benchmark School is Accepting Applications for a Full Time Marketing & Communications Associate

Background information about Benchmark School:

Benchmark School is truly an amazing place to be. It is filled with creative students, supportive parents, and gifted faculty members. It is not only energizing to be part of this community, but it is also deeply fulfilling to help students grow as learners and individuals and then watch as they go on to thrive in school and life. There is nothing better than knowing that you are helping to transform students' futures by empowering them to succeed.

Founded in 1970, Benchmark School is an internationally recognized independent, co-educational day school committed to helping bright students in grades 1-8 who learn differently (e.g., dyslexia, executive functioning difficulties, ADHD) or have yet to reach their full academic potential. It is located on a beautiful 23-acre wooded campus in Media, PA, approximately 13 miles west of Philadelphia.

Benchmark's mission is to help our students develop into confident and strategic thinkers, learners, and problem-solvers who take control of their learning. Defining characteristics of the school include our fundamental commitment to excellence, professional development, and research-based innovation. As a result of these emphases, our graduates are self-advocates who approach tasks strategically, think flexibly, demonstrate persistence and resilience, and meet with success in school and in life. For more information about the school, please visit our website: www.BenchmarkSchool.org.

Position description:

Benchmark School seeks a full-time, 12-month Marketing and Communications Associate. Reporting to the Director of Marketing and Communications and working closely with other key school personnel, the Marketing and Communications Associate will play an important role in communicating the vision, the voice and the brand identity of Benchmark through skillful storytelling in written publications, digital and print platforms, and social media. The position requires a range of communication and technical skills including written communication, social media, graphic design, photography, videography, and website content management. The ideal candidate is creative, self-motivated, and technically-skilled, with a proven ability to take complex projects from start to finish.

Specific responsibilities include:

- Cultivate relationships with print and electronic media, and initiate, write and distribute articles to various media
- Write, design, edit, and proofread the semi-annual Benchmark Magazine, Annual Report, and additional school publications, as assigned.
- Ensure that all publications are consistent with Benchmark and AP style guidelines
- Assist in monitoring and updating the school's website and social media content
- Attend, photograph, and report on school events, including those that may occur during evenings and on weekends
- Gather competitive bids for print materials and act as the primary contact with printers to see projects through to successful and timely completion
- Support Benchmark's visual brand presentation by taking, organizing and sharing photography and videography from school events throughout the year
- Perform other duties and responsibilities, as assigned

Qualifications:

- Bachelor's Degree, preferably in journalism or communications field
- Excellent written communication skills
- Proficient in social media, Microsoft Office Suite, Quark, InDesign, photography and videography
- Strong visual/design skills
- Strong organizational skills and ability to handle multiple projects simultaneously, prioritize and meet deadlines
- Highly motivated and ability to work collaboratively and effectively as a team member

Salary:

Salary is competitive and commensurate with experience and qualifications.

Application Process:

The review of applications will begin immediately and continue until the position is filled. Interested applicants should complete the application form online at

<https://www.benchmarkschool.org/about/resources/employment-opportunities>, including:

- A letter of application describing why you are a good fit for the position
- A current resume
- Samples of your written, graphic and photographic work
- Three professional references including names, addresses, telephone numbers, and e-mail addresses