



Position: Communications Director

The Westview School is seeking to hire a Communications Director. The ideal candidate will be able to prepare and implement an effective marketing and communications plan. This position involves working collaboratively with the Director of Development and the Marketing Coordinator to plan and execute strategies to support the school's enrollment, fundraising, and strategic plan goals. Through consistent, cross-platform messaging, the Communications Director enhances the school's reputation and increases the school's engagement with current and prospective constituencies including families, students, staff, community partners, and more. The Communications Director promotes and develops the brand and identity of the school in a manner that advances and upholds the Mission of The Westview School.

Qualifications:

- Bachelor's Degree in Marketing, Journalism, English, Communications, Public Relations, or similar
- Previous experience working in a marketing/communications position preferred

Skills/Knowledge:

- Strong writing, grammar and editing skills
- Graphic design experience and knowledge of the Adobe Design Suite
- Social media experience, including SEO and online advertising
- Data collection and interpretation
- Strategic, mission-focused communications mindset

Primary Duties and Responsibilities:

- Design and create all print and electronic materials, including the Westview magazine, monthly parent newsletters, The Stewart Center bi-monthly newsletter and The Westview School bi-monthly community newsletter while maintaining a consistent brand and voice
- Maintain Westview web site and Stewart Center web site; keep up to date with news items and blog posts; enter dates and information into RenWeb (the school's content management system)
- Design ads and coordinate advertising based on the given budget, including Facebook advertising and Google ads
- Establish and maintain excellent communication and relationships with parents
- Gather online metrics and measure social media engagement
- Maintain the Survey Monkey subscription; create exit satisfaction surveys and any other surveys needed throughout the year
- Host and monitor social media pages, including Facebook, twitter and Instagram, and continue to have a presence on the People of Westview page



The Westview School

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- Send out mass emails that foster communication between leadership and the staff, including “feel-good” posts and photos to boost morale; share with staff when people say nice things online, etc.
- Supervise and work with communications coordinator, who networks on the ground and makes face-to-face connections with potential clients and referrals
- Create signage and flyers for all events
- Design and order business cards, letterhead, name badges and other printed materials
- Design digital letterhead, PowerPoint templates and other digital materials
- Assist Director of Development with designing annual fund materials, luncheon invitations, etc.
- Create videos and other presentations as needed for special events (i.e. Founder Day)
- Work with administration on updating handbooks, inservice materials, etc., including staff rosters and any visual materials needed for meetings
- Any other duties as needed

Contact:

- Send resume and link to virtual portfolio to [ravery@westviewschool.org](mailto:ravery@westviewschool.org)
- For more information about our school, please visit [www.westviewschool.org](http://www.westviewschool.org)

### **Notice of Non-Discrimination**

Based on receipt of federal financial assistance through a Paycheck Protection Program loan administered through the U.S. Small Business Administration (SBA) under the CAREs Act, the School acknowledges its obligation to prohibit discrimination, harassment, or retaliation on the basis of race, color, religion, age, national origin, sex, citizenship status, genetic information, handicap or disability in admissions, access, employment, tuition assistance, educational policies, or other school administered student and employee programs and activities. Questions regarding the School’s compliance with the application and administration of the School’s nondiscrimination policies should be directed to Carol Harrison, Principal, [charrison@westviewschool.org](mailto:charrison@westviewschool.org), 713.973.1900 x100, 1900 Kersten Dr., Houston, TX 77043, or to the U.S. Department of Education's Office for Civil Rights (OCR) or to the SBA. Please refer to the School’s SBA Non-Discrimination Compliance Policy on the School’s website for information on how to file complaints with OCR or the SBA.

This notice will remain in effect until the School has satisfied and paid off the SBA Paycheck Protection Loan.