



POSITION GUIDE

**DIRECTOR OF
MARKETING AND
COMMUNICATIONS**
LATIN
SCHOOL of CHICAGO**ABOUT LATIN SCHOOL OF CHICAGO**

Founded in 1888, Latin is a coeducational day school serving 1,190 students in junior kindergarten through twelfth grade. Latin brings together “Latin Learners” from 76 Chicago neighborhoods and 14 suburbs and boasts a vibrant community that comprises 152 faculty, 103 staff, and approximately 4,500 living and active alums. Latin’s location in the heart of Chicago affords its community plentiful opportunities to engage, connect with, and learn from the world they live within, just steps from their door. Latin is a school with high expectations and a devoted community.

Latin School of Chicago strives to create the best conditions for the growth, wellness, and achievement of every learner in the community. Their research-based approach to teaching and learning is evident at every level and in all areas of school life. Latin’s vision for educational excellence is to reinforce the value of an exemplary liberal arts education that makes learning inquiry-based, personal, and inclusive. Their educational approach will expand each Latin Learner’s capacity for purposeful learning, whether in their school, their city, or their world.

Latin is structured as three schools. The Lower School (JK-grade 4) focuses on a team approach that addresses each child’s strengths and interests. The Middle School (grades 5-8) curriculum teaches core subjects in a range of innovative, creative, and interactive ways that build critical thinking skills and preparedness for high school. In the Upper School (grades 9-12), a robust college preparatory curriculum moves beyond the classroom to offer experiential learning and supports students in fully pursuing their intellectual passions both inside and outside the classroom.

Latin’s educational approach is student-centered and individualized. By understanding how each child learns best, Latin’s teachers help students identify their passions and take on new challenges. Latin students love learning. They are encouraged to do, to create, to try, and to fail. The focus is on the process, not the outcome, which helps students build resilience, remain intrinsically motivated and succeed.

KEY FACTS

- 1,190 enrolled students
- 152 faculty
- 43% of students and 24% of faculty identify as people of color
- 86% of faculty hold advanced degrees
- 9:1 average student-teacher ratio
- 12% of students receive financial aid; over \$4.68 million allocated

MISSION

Latin School of Chicago provides its students with a rigorous and innovative educational program in a community that embraces diversity of people, cultures and ideas. Latin inspires its students to pursue their passions and lead lives of purpose and excellence.

**CONNECT WITH LATIN
SCHOOL OF CHICAGO**

CAMPUS & GEOGRAPHY

The Latin campus spans three separate divisional buildings along with other properties in the heart of Chicago, the third-most populous city in the U.S. A bustling international center for education, finance, technology, arts, and culture, Chicago affords members of the Latin community numerous opportunities to engage, connect with, and learn from the world they live within.

Chicago is home to leading universities such as the University of Chicago, Northwestern University, University of Illinois at Chicago, and The School of the Art Institute of Chicago. It also boasts a world-renowned arts/ culture scene that includes The John G. Shedd Aquarium, The Art Institute of Chicago, Museum of Science and Industry, Field Museum, Steppenwolf Theatre, the Goodman Theater, the Chicago Symphony Orchestra, and the Joffrey Ballet.

DIVERSITY, EQUITY & INCLUSION

Diversity, equity, and inclusion efforts at Latin School of Chicago enable the school to fulfill an important element of its mission, which is committed to providing its students with, “a rigorous and innovative educational program in a community that embraces diversity of people, cultures, and ideas.” These efforts also further Latin’s expressed desire to ensure that all students and faculty, particularly those historically underrepresented, use their voices and thrive. Latin is committed to fostering a school and classroom culture and a curriculum that supports these goals. In practice, that means presenting students with authentic *windows* and *mirrors*, a variety of perspectives and meaningful, immersive experiences that allow them to understand themselves, others, and the world around them. To learn more about Latin’s commitment to diversity, equity, and inclusion, visit <https://www.latinschool.org/about-us/diversity>.

THE POSITION

Latin School of Chicago is seeking a Director of Marketing and Communications. This position reports to the Head of School and is responsible for the oversight of the Communications office which plays an integral role in promoting the school’s faculty, students, and programs within the school community as well as on a local and national level. The position currently oversees one direct report, with the opportunity to grow the team in the future.

The Director of Marketing and Communications is responsible for the strategic development, integration, and implementation of all aspects of the communication and marketing programs. The Communications team partners with every department at Latin to provide public relations, marketing, communication, and organizational support to all internal and external audiences, utilizing a variety of venues from traditional print to social media.





MAJOR OBJECTIVES

Within the first 12 to 18 months, the Director of Marketing and Communications will achieve the following major objectives:

- Build strong, trusting relationships with Latin's Head of School, senior administrative team, Communications team, faculty, Board of Trustees, and wider school community.
- Develop and implement a comprehensive integrated marketing and communications strategy with clear goals and metrics for success, including a plan for evaluating and strengthening the Latin School's brand and identity.
- Assess the current capabilities and needs for the Communications team to guide appropriate growth and support the effective production of materials that will authentically represent Latin to its broader community.

RESPONSIBILITIES

The Director of Marketing and Communications will have the following primary responsibilities:

- Develop and direct a comprehensive program of external communications, print materials, media relations, advertising, digital communications, social media, and all other activities related to promoting the school and its students, faculty, and programs.
- Develop and implement communications plans to support school-wide strategies and goals and bring greater recognition to the school.
- Manage the school's brand and identity, including editorial and visual guidelines.
- Provide guidance for school crisis and emergency communications responses, in partnership with retained counsel and outside consultants when appropriate, and serve as the lead for the school's internal Crisis Response Team.
- Evaluate and enhance communication platforms to improve functionality and efficiency, including intranet, email system, website, emergency outreach, and social media channels.
- Serve as chief editor for school publications.
- Partner with the Head of School, Assistant Head of School, and Board chair on leadership communications.
- Partner with senior administrators on planning and communications support of major initiatives, and collaborate with the Development and Enrollment Management departments to develop strategic communications that support the school's revenue goals.
- Collaborate with the Parent Association to support and coordinate communication efforts.
- Serve as communications liaison to the school's Board of Trustees, including reporting regularly on office activities and attending board functions as requested.
- Network with colleagues in the field through participation in conferences and professional associations in order to represent the Latin School and seek and share knowledge about new trends.
- Lead, mentor, develop, and support Communications Office staff.
- Develop and manage the Communications Office budget.

QUALIFICATIONS

The ideal candidate will possess most of the following qualifications:

- At least seven years' leadership experience in the communications field (e.g. public affairs, journalism, advertising, or marketing). Experience in an independent school setting is an advantage.
- Genuine commitment to education and desire to support Latin's mission.
- Strong leadership and administration skills with solid experience managing, mentoring, and motivating staff, along with the ability to inspire colleagues toward accomplishing common objectives.
- A growth mindset, openness to change, creative problem-solving skills, high energy, and curiosity.
- A collaborative working style with the ability to gracefully manage and prioritize requests in a team-oriented environment.
- Excellent interpersonal communication skills, along with outstanding writing, editing, presenting, and persuasion skills.
- Comfort and confidence speaking and presenting in front of senior leaders, parents, volunteers, Trustees, and all members of the Latin community.
- Expertise with media relations, crisis communication, and print/digital design and publication.
- Strong computer skills and knowledge of web-based communications.
- A demonstrated commitment to diversity, equity, and inclusion, including experience interacting empathetically with parties of varying views and backgrounds, and pursuing measurable outcomes that advance DEI goals.
- A Bachelor's degree is required, and a graduate level degree is preferred.





COMPENSATION & BENEFITS

The salary range for this position is \$145,000 to \$160,000. Latin School of Chicago offers a wide range of benefits including health, dental, and vision insurance; paid time off; parking and transportation benefits; school-provided lunch; on-site fitness center; tuition remission; family leave; professional development funds; Employee Assistance Plan (EAP); life, long-term care, and disability insurance, and [more](#).

APPLICATION

Latin School of Chicago has retained Campbell & Company to conduct this search. The team for this project includes Emily Miller, Abigail Husain, Christian Cañas, and Colleen Rogers.



Emily Miller
Senior Consultant, Executive Search



Abigail Husain
Associate Consultant, Executive Search



Christian Cañas
Vice President, Executive Search



Colleen Rogers
Vice President, Executive Search

APPLY NOW >

Latin is an equal opportunity employer and does not discriminate on the basis of race, color, religion, sex, sexual orientation, gender identity, or national origin. Black, Indigenous, and People of Color as well as members of the LGBTQ+ community are encouraged to apply.



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Campbell & Company has helped place exceptional leaders in all sectors, including human services, arts & culture, education, healthcare, environment, associations and membership organizations, and civic and public affairs.

Underlying all our work is a shared focus on the Campbell & Company mission: to collaborate and innovate with people who change lives through philanthropic vision and action.

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