JOB OPENING:
Communications and Development Associate
Start Date: August 16, 2021
Part-time – full-time

About Hyla School – grades 6-12
Each developmental stage of adolescence comes with its own unique needs and inspiring potential. Our program is designed to provide for these needs in a caring community to help students realize and live their full potential. From grades 6-8, and then again in grades 9-12, students experience profound and lasting growth in many directions – neurobiological, intrapersonal, interpersonal, and academic. We work together to honor the unique identity, voice, and path of each student. We believe in personal development as much as academic growth, integrity as much as achievement, and challenge as much as support. We have fun, we get outside a lot, and we love our students. Our school motto is “we take care of each other” and you can see it in action every day at Hyla.

Communications and Development Associate
Hyla is a connected, engaged, and generous community. Through a variety of communication channels, we keep Hyla families and the surrounding community well-informed about student life, program, our financial health, strategic initiatives, shared values, and our growth as a school. Philanthropy at Hyla is a strong tradition and an essential factor in our diversity, equity, and inclusion practices; it allows us to keep tuition as low as possible and provide tuition assistance each year to 25-30% of our community. All work in communications and development is in service to these strengths and traditions.

Hyla seeks a Communications and Development Associate to join our team and support all aspects of Hyla’s advancement work – including communications, development, admissions, and community – in alignment with the school’s mission, vision, and brand. This support position reports directly to the school’s Director of Advancement and works in close collaboration with all members of our administrative team. The successful candidate is a:

• Calm and efficient project manager who is effective and productive with concurrent timelines and fast-paced projects.
• A superb communicator (written and spoken) and relationship builder: inclusive, diplomatic, friendly, and productive with different work styles and personalities.
• Creative designer (print & digital).
• Authentically enthusiastic fundraiser for education.
• Pro-active and resourceful problem solver.
• Thoughtful collaborator who attends meticulously to details (from the logistic to the aesthetic to the interpersonal) while keeping an eye on the big picture.
• A team player that inspires confidence in the school’s mission and educational approach with the ability to organize various constituencies toward common goals – including faculty, staff, parents, trustees, volunteers, alumni and other members of the school community.
• Someone who, like all staff members at small schools, finds joy and purpose in the engaging nature of collaborative work (like taking initiative and wearing multiple hats) to serve students and families.

Qualifications (required)
• Bachelor’s degree in communications, marketing, or development; master’s degree preferred.
• Impeccable writing and editing, in a range of styles, tones, and format.
• Experience working in communications, marketing, and/or development.
• Demonstrated experience with project management, event coordination, and volunteer management.
• Experience in graphic design and layout work for both online (social media, advertising, email) and print (newsletters, Annual Reports, signage, etc.) using Constant Contact or MailChimp, InDesign, Publisher, and/or online graphics creators (Fotor, PicMonkey, etc.).
• Excellent organizational skills and the ability to multi-task and to maintain professionalism in a creative and changing environment.
• Experience with CRMS, social media management, and website content management.
• Experience working with community partners and stakeholders.
Development Responsibilities:

Working under the strategic direction of the Head of School and Director of Advancement, this position is responsible for all operational tasks related to Hyla’s fundraising, to include annual giving programs; planned giving; major gifts; donor stewardship; grants; and capital campaign.

- **Annual Fund**: Support Director of Advancement in development of a campaign theme to generate excitement for and active participation in the Annual Fund (strategy, messaging, etc.); co-create and produce associated materials: brochure, appeal letters, pledge cards, weekly emails, gratitude plan (~700 constituent mailing); work with the Business Manager to track gifts weekly and report to the Head of School and Director of Advancement; responsible for meeting annual fund fundraising goals.

- **Auction**: Support Director of Advancement in development of a theme that supports strategic priorities and generates community enthusiasm and participation; in partnership with the Auction Coordinator (and with support from some volunteer roles), lead and manage the daily operations of the auction: procurement, sponsorship, venue management, volunteer management, database, donor appreciation, décor, special projects, etc.; create and send weekly communications to inspire donations, volunteers (30+), and positive participation.

- **Donor Records & Reporting**: Proactively update and maintain accurate constituent paper/electronic data records; design, run and ensure accuracy of database generated reports; gift entry for all monetary & in-kind contributions, and reconcile records with the business office; ensure that all gifts are acknowledged in a timely and accurate manner, in compliance with IRS requirements and fundraising best practices; help organize development department materials, including physical and electronic files.

Communications and Marketing Responsibilities

Working under the strategic direction of the Head of School and Director of Advancement, this position collaborates with all Hyla leadership and staff to support all operational and strategic efforts related to enrollment management.

- **Operations**: Implement and manage the communications plan created by the Director of Advancement and create compelling admissions and marketing materials.

- **Content creation and design**: Diverse communication materials including print and digital newsletters, mailers, event invitations, family handbook, fliers, social media content, event displays, press releases, signage, and more. Ghostwriting as needed.

- **Weekly e-newsletter**: Manage, create, and send Hyla’s newsletter (Hyla Happenings). This includes interviewing teachers, taking photos, and writing a weekly article to feature a curricular moment, linking it to Hyla’s philosophy, pedagogy, and educational strategic initiatives.

- **Photography**: Serve as the school photographer to document daily life and school events, and manage the Hyla photo library (LightRoom);

- **Relationships**: Media relations; lead school’s external relations efforts to develop and strengthen partnerships with relevant local organizations; vendor management (printers, mail house, etc.).

- **Special projects**: As determined by the Director of Advancement and/or Head of School.

- **Database & file management**: For all aspects of the role.
Events Coordination Responsibilities:

- **Event coordination:** For all major school events; responsible for set up and clean up and most especially for leading events with a high attention to detail (from the logistic to the aesthetic to the interpersonal).
- **Alumni program support:** Including but not limited to reunions, and communication flow between alumnae and the school.

Volunteer Management Responsibilities:

- **Inclusion & appreciation:** Ensure all members of the community (parents, volunteers, faculty, and staff, donors, etc.) feel welcome and appreciated for their contributions to the school – no matter how big or small.
- **Volunteer coordination:** Serve as the primary point person for Grade Reps and all other volunteer roles (meetings, documentation, guidance, etc.).
- **Database:** Record volunteer work and manage volunteer appreciation plan (cards, calls, etc.).

Other Responsibilities:

- Occasionally serve as a substitute at the front desk when the Office Manager is away; during these shifts, create a welcoming environment in the front office - answer phones, greet visitors, help students, etc.

Compensation and Salary/Benefits
Hyla School is committed to attracting and retaining outstanding employees through a compensation and benefits package competitive with similar schools in the Northwest. Retirement and health insurance benefits are provided for positions above .625 FTE.

Application process
Please submit the following materials to Suzanne Messinger, Head of School, via email at suzannem@hylaschool.org:

1. Cover letter
2. Current resume

If chosen to move forward in the application process, an interview would be arranged, and then, for finalists, visiting the school and meeting with faculty and staff would be expected.

This position will remain open until filled.

_Hyla School does not discriminate on the basis of race, color, age, religion, gender, disability, national or ethnic origin, sexual orientation, gender identity, or any other legally protected status in its hiring or employment practices._