



**MIDLAND SCHOOL**  
Live Your Education

We're Hiring!

## **MARKETING & COMMUNICATIONS MANAGER**

Midland School, a distinctive co-educational boarding school for grades 9-12, is located on a 2,860-acre ranch at the edge of the Los Padres National Forest. Midland has been a leader of place-based and experiential college preparatory education since 1932. Everything we do - from the courses we choose to teach, to how we maintain our campus, to the way we feed ourselves - originates from an intentional curriculum that focuses not only on academics, but also on leadership, community, and stewardship. Our students live a cell-phone-free high school experience, close to nature.

If you are a creative and strategic communicator looking to work in a mission-driven and engaging school environment, we'd love to hear from you. This position leads Midland's marketing and communications efforts across print, digital, email, web, and social media platforms, helping share the story of Midland School with prospective families, alumni, and the broader community while supporting enrollment, engagement, and advancement goals.

### **PRIMARY DUTIES & RESPONSIBILITIES**

- Lead the development and execution of Midland School's marketing and communications strategy in partnership with the Director of Admission & Advancement
- Create, manage, and oversee marketing and communications materials across print, email, web, social media, and digital platforms
- Oversee Midland's social media presence, including content creation, storytelling, and collaboration with student ambassadors
- Develop and execute communications campaigns that support admissions, advancement, events, and community engagement efforts
- Collaborate with the Admissions team to support recruitment and yield through strategic messaging, targeted outreach, and compelling storytelling
- Ensure consistency in voice, messaging, branding, and visual identity across all external communications
- Assist with copywriting, editing, website updates, and content development for a variety of audiences and platforms
- Support data-informed marketing initiatives by tracking engagement, campaign performance, and audience growth
- Collaborate across the Admissions & Advancement Office to support enrollment, engagement, philanthropy, and other strategic priorities
- Contribute to additional projects and initiatives that support the goals of the Admissions & Advancement Office

**Small California boarding school — Grades 9 to 12 — Full time, year-round position**

**Salary range\* \$70,000 - \$80,000 — Position starts July 1, 2026**

*\*Salary depends on relevant experience. Benefits include retirement, medical, life/ADD and disability.*



# MARKETING & COMMUNICATIONS MANAGER

Midland School — Los Olivos, California



## MINIMUM QUALIFICATIONS

- Bachelor's degree or equivalent professional experience in a related field
- Working knowledge of SEO, WordPress, basic HTML, Google Workspace, and Microsoft Office Suite
- Familiarity with social media platforms and best practices, including Instagram, Facebook, TikTok, and LinkedIn
- Excellent written and verbal communication skills, with strong attention to grammar and detail
- Strong organizational, project management, problem-solving, and analytical skills
- Creative and strategic thinker with the ability to adapt in a fast-paced environment
- Interest in and enthusiasm for working in a mission-driven, independent school environment
- Ability to work both independently and collaboratively
- Willingness to support occasional admissions and advancement travel
- Successful completion of criminal background check, driving record review, and TB screening requirements

## ADDITIONAL DESIRED EXPERIENCE

- Experience managing marketing or communications efforts for a school, nonprofit organization, or small business
- Experience with Adobe Creative Suite (InDesign, Illustrator, Photoshop, Premiere) and/or Canva
- Knowledge of enrollment, fundraising, and marketing best practices
- Experience planning and promoting events of varying scale
- Photography, videography, and visual storytelling skills
- Experience managing consultants, vendors, or collaborative projects

## HOW TO APPLY

**CONTACT** — [KGLINES@MIDLAND-SCHOOL.ORG](mailto:KGLINES@MIDLAND-SCHOOL.ORG)

*This position is open until filled. The start date is July 2026. Midland School is an equal opportunity employer and actively seeks diversity among our employees.*

Applicants should first carefully review the minimum qualifications and the [Midland School website](#) to learn more about our school. If interested, submit the following as a single PDF file titled "lastname\_firstname\_MarCom\_26" to Karrie Glines, Assistant to the Head of School at [kglines@midland-school.org](mailto:kglines@midland-school.org). Only complete applications will be considered.

- Short cover letter that addresses the alignment of your experience and interests with the qualifications outlined above and Midland School's mission
- List of 3-5 references
- Current resume