



**Professional Opportunity: Brand and Marketing Manager  
All Saints' Episcopal Day School  
Phoenix, Arizona**

All Saints' Episcopal Day School (ASEDS) is looking for a Brand and Marketing Manager to help spread the word about our exceptional school. This full-time, year-round role reports to the Head of School and works in conjunction with the Communications Manager and the Office of Admissions.

The Brand and Marketing Manager is responsible for the short- and long-term brand and marketing activities of the School. We are looking for a collaborative teammate that has significant expertise in the field of marketing, public relations, and/or communications.

**About All Saints'**

We prepare students for the world ahead by teaching them to be innovators, passionate problem solvers, and people that have an earnest desire to help others. The child is at the center of all we do. We are known for our three core tenets—community, academic excellence, and character cultivation.

**Desired Qualifications**

- Bachelor's Degree in Marketing, Public Relations, or another related field
- Must have 5+ years serving in strategic marketing or brand management roles
- Self-starter that thrives in the team environment
- Experience building brands, with an emphasis on marketing and storytelling
- Excellent project management skills, leading both strategic and tactical work
- Exceptional writing and editing skills
- Nonprofit experience a plus and experience in the field of education a plus

**External Marketing**

Develop and implement short- and long-term marketing, admissions, and communication strategies to support the advancement of the school's mission, vision, brand, reputation, philosophy, and events. Develop marketing strategies and plans that advance the School and support increased engagement with prospective constituencies. Areas of focus may include digital and print advertising, inbound marketing, and the public-facing website.

**Market Research and Demographics**

Knowledge of the use of data to drive decision making, including data mining, compilation, and analysis. Researching industry trends, the local marketplace, demographics, and differentiating school characteristics. Ability to develop a strategic marketing vision and lead marketing initiatives.

**Community Relations**

Work to create strategic community relations practices to help increase All Saints' visibility in the community, advance our brand, and articulate clear messaging to external constituencies. Areas of focus may include involvement in professional organizations, media/press relations, and engagement in the Valley community.

**Knowledge, Skills, Characteristics, and Abilities**

- Experienced writer, editor, and strong communication and interpersonal skills
- Facility with managing multiple responsibilities
- Knowledge of Blackbaud websites a plus
- Working knowledge of social media, photography, and videography
- Proficient in Adobe Suite (InDesign, Photoshop, Illustrator)

## **Application Process and Materials**

Qualified applicants should submit a cover letter and resume to [employment@allsaints.org](mailto:employment@allsaints.org) or deliver materials to 6300 North Central Avenue during normal business hours. Consideration of all candidates will take place until an offer is made and accepted.

\* \* \* \* \*

All Saints' Episcopal Day School in Phoenix, Arizona, is a parish-affiliated pre-k through eighth-grade coeducational institution established in 1963. Enrolling approximately 520 students, we have small class sizes and a strong focus on relationships. Our core tenets are community, academic excellence, and character cultivation.

Situated 10 minutes from downtown in the north-central area of Phoenix, the campus is in an attractive residential area along beautiful tree-shaded streets. The 16-acre campus is shared with All Saints' Episcopal Church.

The challenging curriculum and close-knit, caring community reflect the traditional Episcopal appreciation of cultural, racial, socioeconomic and religious diversity. All Saints' is open and inclusive of all religious traditions and embraces diversity as a value to be sought, including in its employment practices.

All Saints' is accredited by the Independent Schools Association of the Southwest and the Southwestern Association of Episcopal Schools and holds membership in the National Association of Independent Schools, the Arizona Association of Independent Schools, and the National Association of Episcopal Schools.

All Saints' Episcopal Day School is an Equal Opportunity Employer.