



NORTHWEST
ACADEMY

Community Liaison: Program Development and Marketing/Communications

Northwest Academy is a progressive, independent middle school and high school, where, for over 20 years, innovative artists and educators have been teaching tomorrow's creative leaders in downtown Portland. We emphasize creativity, student-centered classrooms, high expectations, and students' development of their artistic and intellectual voices. We value an inclusive, caring culture that supports and challenges students, that is sensitive to their developmental needs and challenges, and that ultimately guides students to celebrate their burgeoning independence and individual spirit.

We are seeking a Community Liaison for the 2018-19 school year. Start date is flexible. This is a new position and will report to and work in partnership with the Director of Admissions and Marketing and the two Division Heads. The Community Liaison will serve as the school's chief point of connection with the city's arts and culture institutions, and while nurturing those relationships will also develop and execute plans to tell the school's story to our community partners and to the broader metropolitan community.

Responsibilities

Drawing inspiration from the place-based education movement and the vitality of Portland's arts community and downtown creative class, the Community Liaison will:

Program Development and Support

- Cultivate a culture of welcoming and inclusion—as well as a culture of intellectual curiosity and artistic expression—across all constituencies and socio-economic strata.
- Establish and build programs in support of the Northwest Academy curriculum that grow and strengthen the student experience, providing high quality student engagement that is learner-centered, inquiry-based, and interdisciplinary and that uses the community/ecosystem as a classroom.
- Lead a strong academic relationship with our higher education partners including PSU, PNCA, Lewis and Clark, and the University of Portland.
- Collaborate internally to Northwest Academy, with the Middle School and High School Division Heads, the department chairs, and individual faculty, facilitating their professional growth. Support curriculum development ensuring regular assessment and evolution of content and systems to assure quality, efficacy, and market competitiveness.
- Work with faculty and administration to understand current partnership needs and opportunities and facilitate the building of a vision for future partnerships, including consideration of deep-engagement student internships.
- Nurture and maintain a highly collaborative relationship with the head of school, the advancement team, and the members of the Board of Trustees.

Strategic Communications

- Help devise and implement a strategic marketing plan aimed at increasing awareness of Northwest Academy throughout the city and within targeted segments of the metropolitan community.
- Conduct outreach visits to other schools, community arts and culture organizations, and other venues that might have a positive impact on program development, increasing enrollment, and building upon the school's reputation in the Portland metro area.
- Collaborate with the development and admissions offices on PR initiatives to create/produce fundraising-related communication materials to expand and enhance the school's visibility and reputation.
- Coordinate maintenance of content—and provide content—for school webpage and all social media platforms.
- Perform other duties as assigned by the Head of School.
- Serve on Board committees relating to admissions and marketing.

Qualifications

- BA (required), MA (a plus).
- Several years working in educational and/or non-profit setting, developing programs and/or working in marketing and communications.
- Demonstrated experience evolving program design and department vision aligned with larger organizational goals, feedback, budget, and strategic plan.
- Initiative, internal motivation, a willingness to take on responsibilities beyond those explicitly defined, and an ability to learn new as well as established procedures.
- Demonstrated budget management success.
- Experience with school and/or non-profit marketing, including social media marketing.
- Experience teaching in formal (K-12) and/or informal (outdoor/service/experiential education) classroom settings desirable.
- Comfort and proficiency with the Google Apps suite.
- Experience in collaborative leadership.
- Superior communication skills, especially in writing.
- A passion for the mission of Northwest Academy.
- A passion for working with a wide range of individuals from diverse backgrounds—institutional contacts, colleagues, faculty, parents, students.
- Experience working with and motivating volunteers and staff members.
- Familiarity with the Portland community.

Compensation

- Competitive and commensurate with experience.
- Medical, retirement, and tuition remission benefits.

Interested candidates can find instructions for applying for this position on the Northwest Academy Careers Page.

Northwest Academy is an equal opportunity employer and is committed to welcoming and celebrating a diverse student and staff population. We believe every employee has the right to work in an environment free from all forms of unlawful discrimination. It is the policy of the

school that employment decisions for all applicants and employees will be made without regard to race, color, religion, sex, sexual orientation, gender identity, age, national origin, genetic information, marital status, veteran status, disability or other characteristics protected under local, state or federal law. No employee will be retaliated against for raising concerns under this policy. We seek each employee's contribution and assistance in helping us maintain equal employment opportunity.